



made
outside.

2025 PRESS KIT

A BRAND'S STORY IS THEIR MOST POWERFUL ASSET

made outside

MADEOUTSIDE.COM

welcome—

Thank you for taking the time to explore Made Outside.

We're a creative powerhouse focused on building authentic, purpose-driven brands that connect with consumers and drive growth.

We invite you to learn more about how Made Outside is shaping the future of branding through purpose, storytelling, strategic design, and sustainability.

An aerial, high-angle photograph of the ocean surface. The water is a pale, milky turquoise color, with numerous small, white-capped waves and ripples creating a textured, almost abstract pattern across the entire frame. The lighting is bright and even, highlighting the movement and texture of the water.

agency overview

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our story

Founded in 2018, Made Outside is a powerhouse that elevates brands within the wellness, hospitality, and food and beverage space. As consumer behavior shifts toward brands that prioritize connection, sustainability, and authenticity, our proven method builds timeless brands that foster deep loyalty and long-term success.

We're not just an agency—we are a solutions company dedicated to crafting brands that stand out. We focus on purpose and unique positioning, knowing that these elements are essential for driving sales, boosting retail placement, and building unwavering loyalty.

Made Outside is led by visionary, award-winning founder Kara Hollinger, whose creative leadership has transformed brands and fueled sustained growth across industries. Made builds deep, authentic brand connections by understanding what drives consumer behavior—what draws them in, what makes them engage, and why they choose your brand over others. With Made Outside, your brand isn't just seen—it's felt, it's trusted, and grows.

WE HELP COMPANIES NOT JUST NAVIGATE THE FUTURE, BUT SHAPE IT.

our offerings

Brand Consulting

Brand Strategy

Brand Positioning

Brand + Logo Development

Campaign Development and Support

Website Design and Development

Packaging Design and Development

Merchandise Design and Development

Virtual Creative Direction

Content Creation

Photography and Video

Collateral and Sales Materials

specializing in:

FOOD + BEVERAGE

(CPG) CONSUMER PACKAGED GOODS

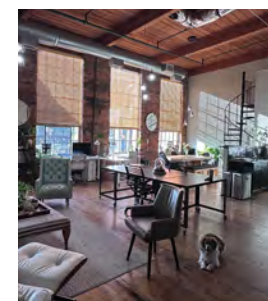
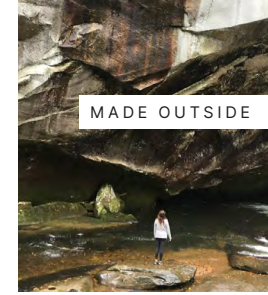
HOSPITALITY GROUPS

RESORTS + HOTELS

HEALTHCARE + MEDICINE

WELLNESS + ALTERNATIVE TREATMENTS

RETREAT CENTERS





key achievements and milestones

AWARDS & RECOGNITION

- + 2022 Gold Addy Award + Best in Show - Poppy Handcrafted Popcorn Branding
- + 2022 Gold Addy Award - Poppy Handcrafted Popcorn Catalog
- + 2022 Silver Addy Award - 18 Chestnuts Packaging Design
- + 2022 World Plant Based Awards - 18 Chestnuts Packaging Design
- + 2022 Forbes Feature - 18 Chestnuts
- + 2022 Forbes Feature - Hudson Valley Fisheries
- + 2021 Gold Addy Award - NED Campaign
- + 2021 Gold Addy Award - NED Sleep Packaging
- + 2021 Silver Addy Award NED Campaign / District III
- + 2021 Forbes.com - No Evil Foods - Plastic Negative Packaging
- + 2020 Good Foods Award - Fruition - Packaging Design
- + 2020 - 2018 International Chocolate Award - Fruition Chocolate



SPEAKING ENGAGEMENTS

- + PsyCon, Denver 2024 - The Power of Purpose Driven Branding
- + 1 million cups, Asheville 2024 - Building Brand Resilience

OUR WORK HAS BEEN FEATURED IN:

bon appétit

goop

Forbes

THE
WALL STREET
JOURNAL

FOOD & WINE

The
New York
Times

The
Washington
Post



some of the brands we've *partnered with*



INDUSTRY IMPACT:

Made Outside is making waves by pioneering branding strategies that help companies break free from trends and unlock their full potential. With over two decades of long-term client relationships, we understand how brands foster engagement and cultivate loyalty. We also recognize the power of philanthropic and sustainability efforts in driving positive change—boosting sales, increasing retail placement, and expanding offerings. Our approach connects brands to their purpose and builds loyalty through meaningful, data-driven solutions.

By integrating purpose with profitability, Made Outside is reshaping how brands engage with their audience and succeed in the competitive landscape. Not only do we love what we do, but it's our calling to help companies grow and see the positive impact they can make in the world.

our core values

We think bigger than a branding studio or agency. We integrate a methodical ROI strategy with effective design to build companies, not just brands. We stand alongside you and your leadership team to break through roadblocks and clarify communication, creating cohesion across all platforms. Then execute award-winning work that performs.

WE BUILD, GROW AND CONNECT BRANDS

We turn ideas into reality by solving challenges and executing with purpose. By merging storytelling-driven solutions that align with your brand's mission, our collaborative process fosters brand success and strengthens loyalty.

WE PRIORITIZE PROFITABILITY THROUGH PURPOSE-DRIVEN STRATEGY

By aligning design with strategy and purpose, we position brands for success. Whether launching or repositioning, we create visuals and stories that drive sales and embed sustainability into the brand's growth trajectory.

WE FOCUS ON SOLUTIONS

We identify opportunities and remove obstacles to help brands connect with consumers through authentic storytelling. Using data-driven design, we create brand assets and campaigns that boost sales, increase engagement, and deepen loyalty. We don't just design your brand - we grow your brand.

WE ENSURE CLIENT LOYALTY

With over a decade of success and a 90% retention rate, we build long-term partnerships. Our purpose-driven strategies and sustainable practices help brands grow, evolve, and thrive year after year.



kara hollinger

FOUNDER + CEO, MADE OUTSIDE

Kara is a visionary who builds and grows brands with a trusted approach. A graduate of Purdue University, she developed a passion for design and messaging early on. Kara spent years as a creative director and art director at well-established agencies before shifting her focus to strategy and marketing. In 2008, she launched her first boutique creative firm, and as she established two more agencies, including The Plaid Penguin, her clients loyally followed, a testament to her enduring relationships and effective strategies.

The diverse client list that Kara has attracted in spans emerging brands to Fortune 100 companies, including Compass Group, Hickory Nut Gap Farms, Le Creuset, Kerrygold, Coca-Cola, and Green Compass. The firm caters to national and international clients, adjusting to each brand's unique needs.

Recognized as a creative mastermind, Kara has earned over 100 professional awards for crafting compelling brand narratives that drive sales growth and foster loyalty. She has maintained long-term relationships with clients for over 15 years.

At Made Outside, Kara merges her passion for sustainable design with a focus on ROI. Her work consistently enhances brand loyalty and drives growth. Over the past decade, she has observed significant shifts in consumer behavior, focusing on authenticity, connection, and transparency, while attending conferences and collaborating with industry leaders to deliver superior branding solutions.

SPECIALTIES:

Brand Consulting, Strategic Positioning, Brand Strategy, Philanthropic Strategy, Brand Development, Creative and Art Direction, Marketing Strategy, Photography and Styling, Video Production, Campaign Development, Digital Experiences and Website Design

EMAIL: [KARA@MADEOUTSIDE.COM](mailto:kara@madeoutside.com)

the *a-team*

Kara



FOUNDER, DIRECTOR
+ STRATEGY

Jessika



OPERATIONS +
CLIENT SERVICES

Alyssa



DESIGN &
ART DIRECTION

Tim



PHOTOGRAPHY
& CONTENT

Brooke



MESSAGING
& OPTIMIZATION

case studies

TO MAKE A DIFFERENCE - YOU HAVE TO BE DIFFERENT

made.
outside.

EMPOWERING BRANDS THROUGH PURPOSE AND SUSTAINABILITY

At Made Outside, we've seen firsthand how aligning brands with a deeper purpose and sustainability drives success. Brands rooted in authenticity, sustainability, and a clear mission resonate more powerfully with consumers. Our work goes beyond design, helping businesses connect with their purpose in ways that not only drive sales but also create positive impact.

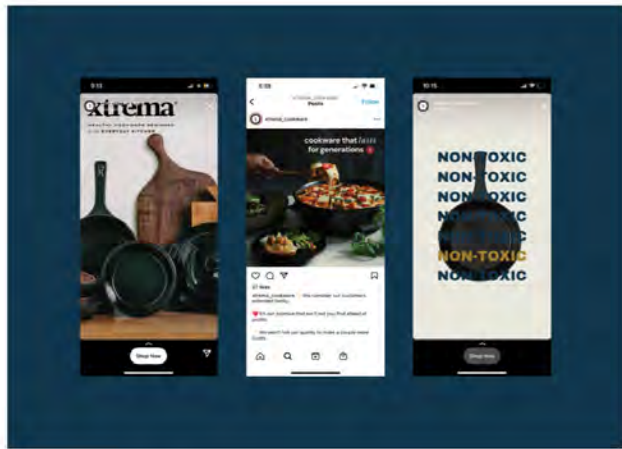
56% more likely to prioritize products and services that *support sustainable practices.*

XTREMA COOKWARE

Non-Toxic Cookware, Direct-to-Consumer

Xtrema, a family-owned cookware company specializing in 100% ceramic and non-toxic products, partnered with Made Outside to modernize its brand and strengthen its market presence. These efforts resulted in a remarkable surge in sales and click-through rates, elevating Xtrema's profile in a competitive market. Made Outside's strategy stayed true to Xtrema's core values while modernizing its visual and digital presence. The refreshed brand identity fostered stronger connections with the target audience, driving traffic, conversions, and a more compelling appeal to consumers.

The results were immediate and transformative, with visuals and messaging that powerfully communicated Xtrema's unique value proposition. This comprehensive approach not only helped Xtrema stand out in a crowded market but also deepened its connection with its audience, strengthening its position as a trusted cookware brand.

*services utilized*

BRAND STRATEGY
 BRAND DEVELOPMENT
 BRAND MESSAGING
 WEBSITE DESIGN + DEVELOPMENT
 WEBSITE COPYWRITING
 ART DIRECTION
 PHOTOSHOOT + STYLING
 LOCATION + PROPS
 CAMPAIGN DEVELOPMENT
 COLLATERAL DESIGN
 SOCIAL MEDIA CONTENT



the art of consciously
wholesome cooking
SAFE, NON-TOXIC COOKWARE

slow down, unwind
and cook with ease



100% pure ceramic
from surface to core.

COMMITTED TO TRANSPARENT PRODUCT TESTING

ceramic
safe.
100% non-toxic.
sustainable.
handmade.
family-owned.
durable.
easy.

longevity guaranteed, curiosity encouraged

● — always non-toxic



BEFORE



AFTER

we're not like everyone else

- Safe In The Microwave, Oven, And Dishwasher
- Family-Owned, Family-Run & Full Of Family Love
- Nearly 40% Lighter Than Cast Iron
- Grill It, Stove It, Broil It, Campfire It. Xtrema Can Take The Heat
- Completely Non-Toxic, Leach-Free, PFOA-Free & PTFE-Free. The Same Can't Be Said For Non-Stick.
- Xtrema Will Not Scratch Or Flake. Period. Might Want To Prep Your Grandkids For These Pots & Pans - These Are Going To Last A Long Time
- Ancient Tradition, Modern Design. 10,000 Years In The Making To Be Exact.
- Unlike Coated Ceramic Pans, We're 0% Metal And 100% Ceramic From Surface To Core. Healthy Through & Through
- More Xtrema In Your Kitchen = Less Pots & Pans In The Landfill
- Fresher Tasting Food, Longer Heat Retention And Easier To Cook With Than Stainless Steel

100% ceramic





inspired by the art of healthy, conscious cooking

Cooking with ceramic isn't about instant meals or guaranteed dishes in 5 minutes. Cooking with full ceramic can be an art form itself, allowing the time and space to slow down life's non-stop pace to connect with your kitchen, the food, the recipe, family, friends, and yourself. Rediscover the joy of cooking and watch pure ceramic help you become a better chef, savoring the process and life's little moments as much as the meal.

1. PREPARATION | 2. COOKING | 3. CLEANING & STORAGE



HEATING

Slowly heat up to the desired temperature. Avoid sliding your Xtrema on glass stove tops to prevent scratching the stovetop.

Since Xtrema retains heat so well, it is generally not recommended to heat above a medium setting.



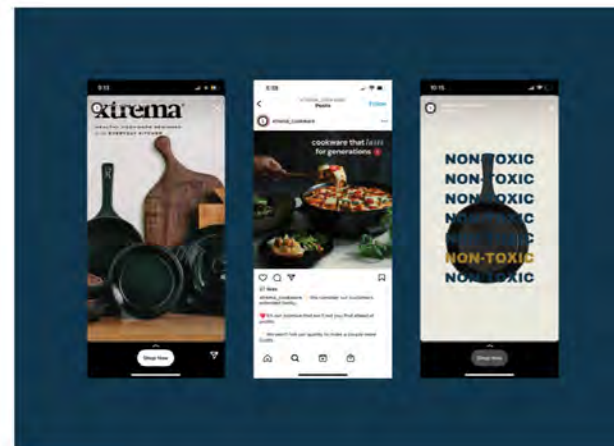
STIRRING

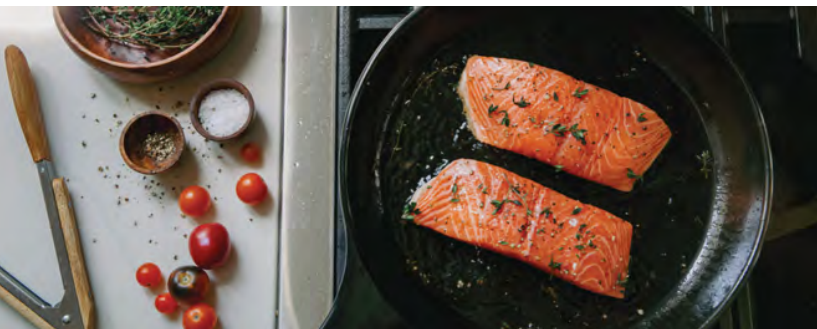
Use wooden, silicone or nylon utensils for best results. While Xtrema products are so strong they can't be scratched, metal utensils may leave markings from the utensil's metal.

Explore our non-carb, non-reactive, 100% healthy stainless.

“I recommend Made Outside to any company or brand looking to elevate their presence and reach new heights. With their exceptional talent, unwavering dedication, and genuine passion for what they do, they are undoubtedly the ideal partner for any creative endeavor.”

PATRICK BERGSTROM, PARTNER AT XTREMA COOKWARE





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NO EVIL FOODS

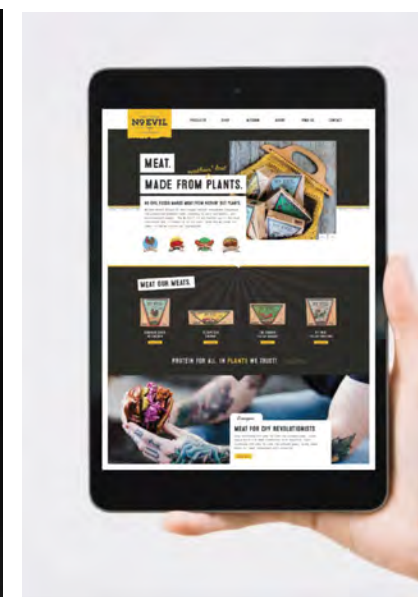
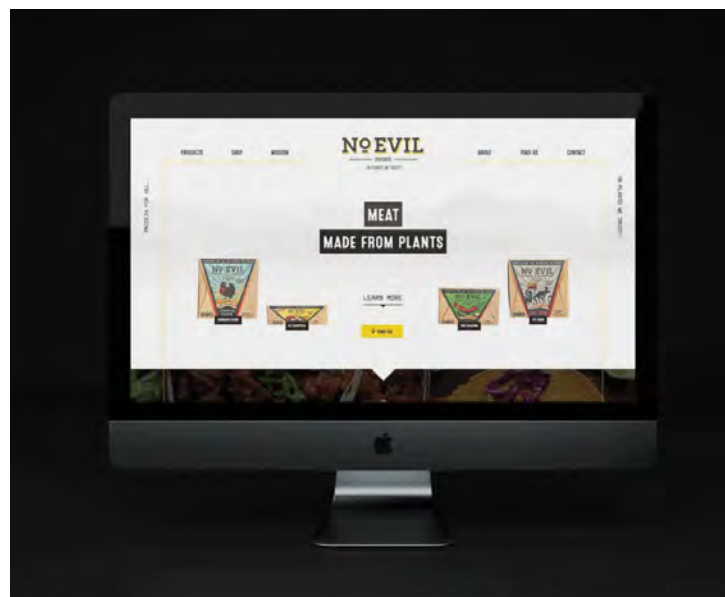
Plant-Based Protein, Direct to Consumer + Retail Channels

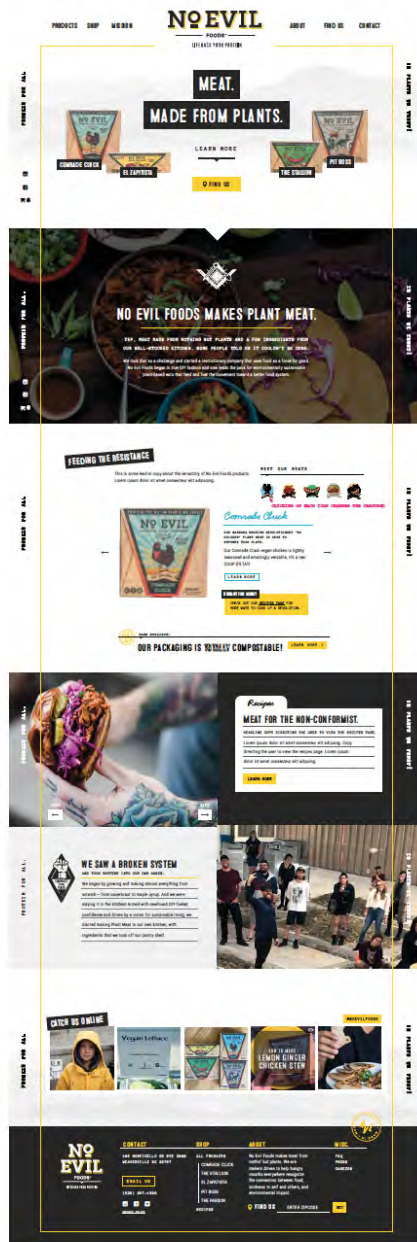
When No Evil Foods approached Kara and her team, they were a growing brand in the vegan meat alternative market with 5 SKUs and a mission to create accessible, high-quality plant-based protein. Kara and her team helped transform the existing brand into a well-established name in the plant-based food space, providing the support materials needed to help the brand grow. Kara's team helped rebrand the company, updated packaging across 8 SKU's, built trade show booths, new e-commerce website and launched several new products.

No Evil Foods made history as the first plant-based meat product to be plastic-negative. Since partnering with Made, e-commerce website traffic increased and the brand was picked up by national retailers like Whole Foods, Walmart, Target, Kroger, and Sprouts. Over the span of 5 years, we introduced multiple new products and product categories and were the agency of record.

*services utilized*

BRAND STRATEGY
 BRAND DEVELOPMENT
 PACKAGING DESIGN
 WEBSITE DESIGN + DEVELOPMENT
 COPYWRITING
 CREATIVE DIRECTION
 PHOTOSHOOT + STYLING
 SOCIAL MEDIA
 COLLATERAL DESIGN
 VEHICLE WRAP
 MERCHANDISE





For every package we sell, we remove two from our ecosystems.

NO EVIL FOODS
EST. 2019

CERTIFIED
PLASTIC
NEGATIVE
PRODUCT

That Is Our Plastic Negative Promise.





WHY PLANT MEAT?

REDUCE YOUR IMPACT

- 51% OF GLOBAL GREENHOUSE GAS EMISSIONS IS DUE TO **LIVESTOCK** AND THEIR BYPRODUCTS.
- ANIMAL AGRICULTURE** IS RESPONSIBLE FOR 81% OF AMAZON RAINFOREST DESTRUCTION.

A PLANT-BASED DIET

- CAN CUT YOUR carbon footprint BY **50%**
- AND REDUCE water consumption BY **3,700 GALLONS** PER OUNCE PER POUND

IMPROVE YOUR HEALTH

- A PLANT-BASED DIET CAN...
 - LOWER YOUR RISK OF CERTAIN TYPES OF CANCER
 - LOWER WEIGHT AND RISK FOR DIABETES
 - DECREASE YOUR RISK OF ALZHEIMER'S BY 3X
 - and REVERSE OR PREVENT HEART DISEASE
- VEGANS AND VEGETARIANS** LIVE ON AVERAGE SIX TO TEN YEARS LONGER THAN MEAT-EATERS.
- MEAT-EATERS ARE TWICE AS LIKELY AS VEGETARIANS TO DEVELOP **HEART DISEASE**



NO EVIL FOODS

LIFE BACK YOUR PROTEIN

MEAT.

MADE FROM PLANTS.

It all started in 2014 when two badass plant masters, **SADRAH SCHADEL** and **MIKE WOLIANSKY** joined forces to bring you the best and most sustainable proteins on the planet.

The PASSION of a home cook meets the SPIRIT OF REVOLUTION.

We use **FEWER RESOURCES** to make plant-based meats that bring you all the flavor, texture and experience of eating traditional proteins. And, we do it all with simple, recognizable, **NUTRIENT-DENSE INGREDIENTS.**

WE LOUDLY PROCLAIM
'DO NO EVIL'
 AS OUR BATTLE CRY
in the food revolution.

WHAT CAN WE DO?

WE CAN make a difference, SIMPLY BY EATING LESS ANIMAL PRODUCTS AND REPLACING THEM WITH PLANTS!



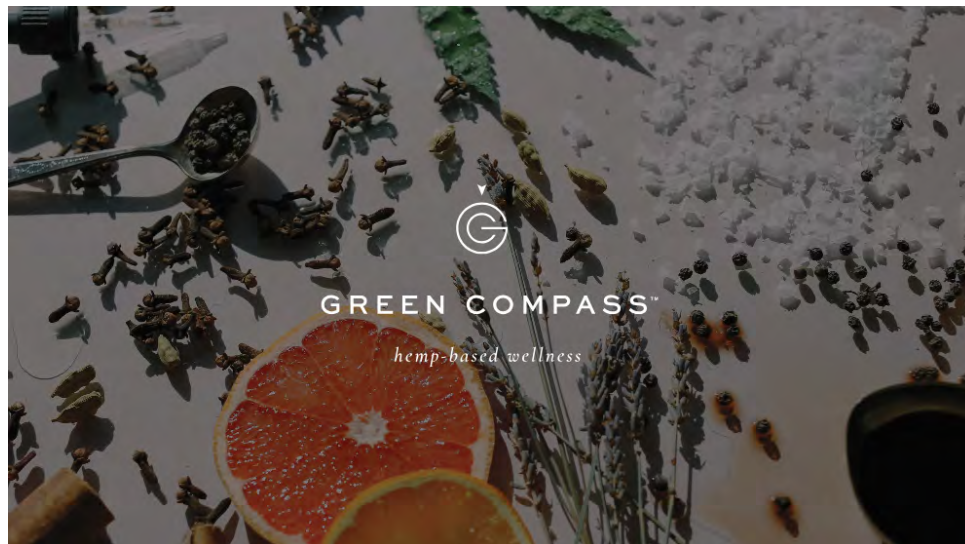
VISIT US ONLINE AT NOEVILFOODS.COM

GREEN COMPASS GLOBAL

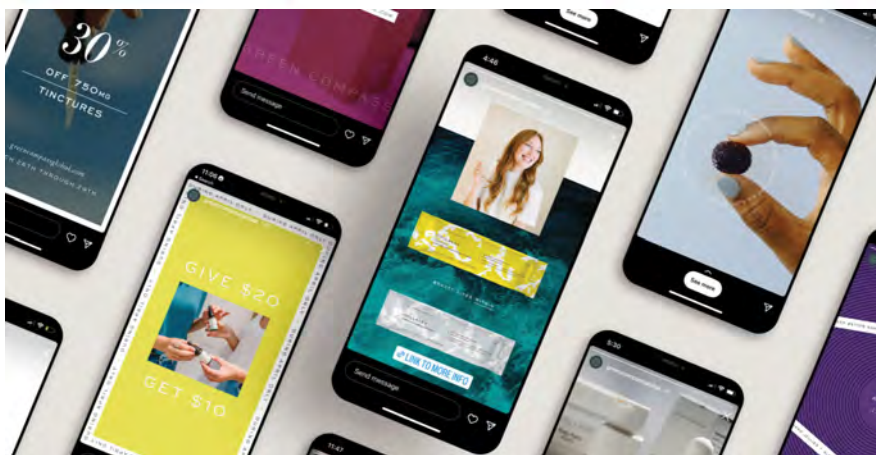
Hemp & Mushroom Wellness Company, Direct-to-Consumer

Made Outside partnered with Green Compass to reposition the brand, transitioning it from a cannabis-focused company to a purpose-led leader in plant-based wellness and transparency. This transformation prioritized sustainability, placing it at the heart of Green Compass's identity. By refining the brand's positioning and focusing on its core values, we helped Green Compass establish itself as a trusted source for high-quality, purpose-driven wellness products.

A key element of this shift was the introduction of sustainable packaging, significantly reducing plastic use, which resonated deeply with environmentally conscious consumers. This initiative supported the launch of dozens of new products, solidifying the brand's reputation for innovation and commitment to the planet. Through this partnership, Green Compass solidified its leadership in the space, effectively aligning its messaging with its mission and reinforcing consumer loyalty.

*services utilized*

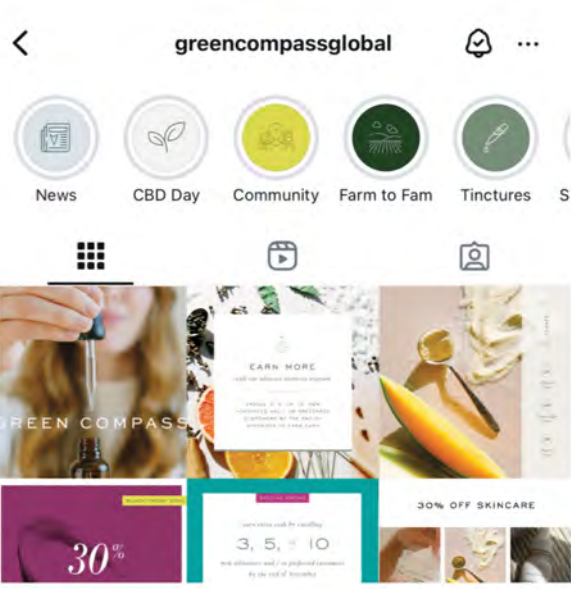
BRAND STRATEGY
BRAND DEVELOPMENT
BRAND GUIDE
WEBSITE DESIGN
PACKAGING DESIGN
ART DIRECTION
PHOTOSHOOT + STYLING
CAMPAIGN DEVELOPMENT
PRODUCT LAUNCHES
COLLATERAL DESIGN
SOCIAL MEDIA GRAPHICS
MERCHANDISE







THOUGHT LEADERS
HEALTH CHANGERS
HOPE BUILDERS
WELLNESS SHIFTERS
DREAM MAKERS™

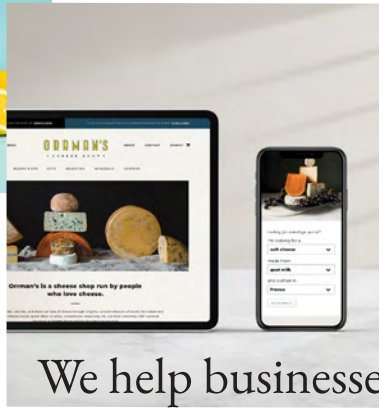




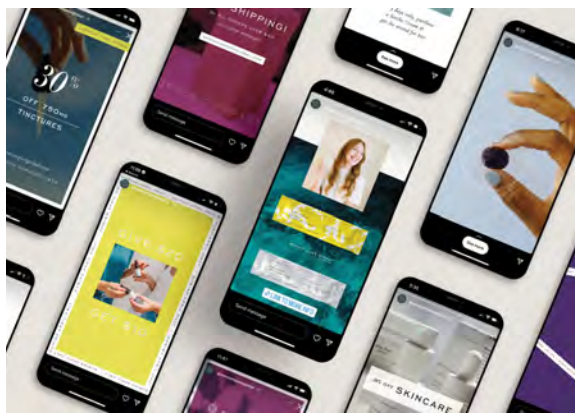
in closing

WE LISTEN. WE PARTNER. WE LEAD.

made.
outside.



We help businesses leverage their purpose to *drive consumer loyalty*, inspire change, and *build long-term success* through sustainable practices and meaningful stories.



opportunities

Jennifer Estevez, *PR Consultant*

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[@wearemadeoutside](https://www.instagram.com/wearemadeoutside)

[linkedin.com/company/made-outside](https://www.linkedin.com/company/made-outside)

INTERVIEW AVAILABILITY:

Kara is available for interviews and speaking engagements on topics such as branding trends, creative strategies, purpose-driven branding and sustainability in marketing. She offers expert insights into how brands can stay relevant and thrive in today's evolving consumer landscape, spike loyalty and increase engagement.

OPPORTUNITIES FOR GUEST CONTRIBUTIONS:

Kara welcomes opportunities to contribute guest blog posts or participate in panel discussions at industry events. She shares valuable perspectives on brand building, sustainable marketing practices, and the future of creative strategies.



thank you

FACTS TELL, STORIES SELL.

People don't buy products today, they buy into stories and the people behind them.

Your brand's story is your most powerful asset—

made outside