



A Cut Above the Rest

48+ months

being counted on by our client as they grow their international brand

>60:1

more than 60 SKUs covered under one overarching brand

4,000,000+

units sold internationally since engaging Rebox

Sometimes You Carve From the Middle

When a billion dollar, publicly traded company calls, you answer. Such was the case in late 2014. Our soon-to-be client reached out to see how we would refresh their jerky and meat snack brand. They had a great product, but they needed a better brand story and a more effective strategy to market their brand. Although we were engaged long after the original launch of our client's product, we happily accepted the challenge of starting in the middle of their product's lifespan.

Our first step was to fully understand their offering, their target market, and the competitor products available in their space. We conducted preliminary field research and internal interviews as part of our efforts to further distill their brand and to uncover what made them truly unique and valued. From there we created product packaging and a brand position around three valued brand pillars: *Proudly Canadian*, *Best Tasting* and *Ultra Premium*—three unmistakable elements which separated them from the competition.

It's About People

Product branding often gets lost amidst endless lists created to entice an audience on what a company has to offer, but nothing is further from the truth.

We focused on gaining a clear understanding of how their offering would fit within the lives of their customer before leveraging the common human truths found in personal

communications. Crafting a message that connects would be built from this foundation.

Three initial brand concepts were presented for consideration that aligned on a single distilled brand story of *Canadian Camaraderie*—a shared experience and common values held strongly by the people across this great nation.

SERVICES PROVIDED

- ~ Brand Positioning
- ~ Package Design
- ~ Marketing Communications
- ~ Advertising
- ~ Point-of-Sale Materials
- ~ Broadcast Commercials

INDUSTRIES SERVED

- ~ Food Manufacturing
- ~ International Distribution
- ~ B2B(2C) for Retailers and Consumers



Packaging the Brand

How do you tie together the concepts of *Proudly Canadian*, *Best Tasting* and *Ultra Premium*, packaging the essence of *Canadian Camaraderie* and have it stand out on the shelf?

The answer is... very carefully.

Our goal was to subtly plant the three brand pillars into the product without consumers having to realize it. We needed them to experience the brand on a deeper, more human and subconscious level. From road trips and tobogganing to enjoying the company of friends around the camp fire or playing Canada's game in winter, images were carefully chosen for product packaging to induce a feeling of togetherness and a sense of sharing an experience.

A black and white treatment of those images, coupled with a predominantly white package, presented a higher-end product that reinforced the *Ultra Premium* pillar. While *Best Tasting* seemed difficult to translate, it was accomplished with romantic text and rich colours, reinforcing the numerous flavours.

Bringing these elements into a package wasn't without its challenges. However, once we mocked-up the product and presented the rebranded package on the shelf next to their competition, this was the best indicator that the goal was achieved. A previously "us too" brand evolved into a stand-out offering of its own.

Distilling the Brand

How do you position a brand that's already packaged?
What if the feedback contradicts what's already on the shelf?

Although some preliminary market insights were gathered at the onset of this engagement, we set out to gather more detailed insight on how the product category—and our client's product line—fit within the lives of consumers. This allowed for a better understanding of the nuances of our client's market in order to shape the promotional work we would do later.

We discovered the catalyst event behind meat snack purchases and immediately set out to leverage that by promoting our client's offering when their market was most ready to purchase.

Serving the Refined Brand

After all the brand work and the packaging design, we set out to develop and execute a marketing strategy that promoted our client's newly distilled brand across the entire country. As a B2B(2C) client who sells to retailers and distributors for the ultimate purchase by consumers, an integrated campaign was designed to spark interest with B2B buyers and create demand from the end consumer.

Sales tools and marcom materials were developed to open doors with new distributors and retailers. Consumers were teased with a broadcast commercial, radio spots, print advertising and a full social media campaign.

The Result

New listings were made and consumer demand increased. The brand stood out as unique and valued, and it connected with the right audience in a crowded space. In fact, marketing teams from many national brands sought co-branding opportunities with our client's newly refined brand. From a well-known national beer producer to an established film distributor, local winery and a major junior hockey league, our client's rebranding efforts presented them as a cut above all others.

KEY TAKEAWAYS

- ~ *In B2B or B2B(2C), it's always about people-to-people (P2P). Emotional connections will always outweigh product features and benefits. People connect to stories, so tell them well.*
- ~ *Start, even if it's in the middle. Because doing nothing at all is a sure fire way to get lost in the noise.*
- ~ *Understanding and harnessing a catalyst event can lead to better opportunities to tell your story.*

Need a little help distilling your own brand and brand story? Curious what really makes you unique & valued? Building a great brand and telling a story worth repeating takes insight, courage and dedication. We're honoured to play a significant part in that process and would love to see if we're the right fit for you.

