



The Big Adventure

One

Overarching Brand.

+26

Different SKU's.

~50

Years in the Making.

Going Back to the Beginning

This family-owned business faced a challenge: times had changed but their brand had not and that was impacting sales. It wasn't due to their great products or their refined marketing strategy. It was due to the changing world and the way their brand was now being received. Their logo — which incorporated a native in headdress — had sparked politically fueled conversations that were hurting the bottom line. So Big Chief did what they do best; they listened to their market and they acted. With a phone call to Rebox, we began distilling the essence of their brand and we started to refine their visual identity and the packaging of all their products.

While it was simple, it certainly wasn't easy. After all, creating an entirely new image requires a lot of soul-searching. Many struggle when confronted with questions such as, "Who are we?" and "What is our brand?" But Big Chief stepped-up and faced the challenges head-on. Through these discussions, we were well on our way to crafting a new brand built on their successful past.

Getting to the Core

One challenge of any rebrand is understanding **who** your brand really is. This seemingly simple task is often obstructed by confusing messages that are lost on their market.

In the case of Big Chief, their visual identity wasn't just sending conflicting messages to consumers, it was also a politically charged statement that did not stand the test of modern

times. Their refined logo and visual identity would need to reflect the initial intention of their brand to present a family-owned and Calgary-based company that produces delicious meat snacks while supporting local producers.

The intention was there all along... it just needed a refreshed take with a modern touch.

SERVICES PROVIDED

- ~ Creation of a refined Logo & Visual Identity
- ~ Packaging Redesign
- ~ Marketing Communications
- ~ Advertising
- ~ Point-of-Sale Materials
- ~ Event / Tradeshow Marketing

INDUSTRIES SERVED

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



Distilling the Brand

Rebox was asked to create a fresh new visual identity and logo that used the same name with a similar style building off their current wordmark. Creating a logo based on these parameters seemed easy enough, yet when it comes to personifying an entire brand into a single element, you need to get to the essence of the brand.

For this, Rebox had to look into what makes this brand unique and what sets them apart from their competitors. While we conducted outside research during this stage, we also met with the Big Chief family to get to the essence of their brand.

Packaging the Brand “Feel”

Where do you start when tasked with a complete visual rebrand? You begin by putting your **feelings** on the table.

Despite how odd that sounds in a B2B(2C) context, this approach gets straight to the core of what the company values. Throughout the process, Big Chief struggled a bit with *confronting* and *discussing* their feelings towards their family-run business.

Filling a board room with family members and coaxing them to speak of their emotions towards the brand was not an intuitive task, but it was necessary for their brand to survive and flourish into this next chapter of their company. As a humble group, saying great things about themselves presented it's own unique challenges. In the end, we clarified their brand and their desire to honour their family-built legacy while establishing a positive change within their community.

Serving the Refined Brand

Once preliminary designs were created, they were tested with Big Chief's audience to ensure they evoked the desired brand emotions while operating within the initial design constraints. Early on in

the testing phase of our process, it became clear that there was one design that scored higher than all the others. Unfortunately it was the one that strayed farthest from their initial constraints. But never being scared to deal with actual results from their actual market, we presented our findings and recommendations to the Big Chief team. The result - raving success!

Our next step was to tackle all of their marketing and packaging materials that would re-establish their new look in the forefront of the meat snacks world. While adhering to all federal food-packaging requirements, we designed and delivered a full family of products... rebranded, but built upon some of the most effective elements of their “old” brand.

The Result

After months of discussions, multiple drafts and numerous hours ensuring quality control with Big Chief's unique colour palette, the rebranded line of Big Chief products were ready to hit to the shelves.

From
old...



To
new!



KEY TAKEAWAYS

- ~ *Start at the beginning. When rebranding, identify with the story you want the world to hear, it's probably the one that's gotten you to where you're already at.*
- ~ *Work with emotions. They're the drivers backing our decisions in every case.*
- ~ *Lead the charge. When the world changes, you can lead or you can follow.*

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.

