



# A CUT ABOVE THE REST

EVEN ESTABLISHED COMPANIES NEED TO REFINE THEIR STORY.

FOOD MANUFACTURING

INTERNATIONAL DISTRIBUTION

B2B (2C)

Brand Positioning

Package Design

Marketing Communications

Advertising

Point of Sale Materials



## The Challenge

When a billion-dollar, publicly traded company calls, you make sure you answer. Such was the case in late 2014. Our soon-to-be client reached out to Rebox to refresh their jerky and meat snack brand.

They had a strong product and a solid history, but they needed a sharper brand story and a more effective strategy to clearly represent their product line and connect with their growing market. Though we were engaged joined long after the original launch of the brand, we embraced the challenge of set out to carve a refine brand that leveraged their true strengths.

## The Approach

While unconventional in our approach, we started with a package line redesign built around three pillars: Proudly Canadian, Best Tasting, and Higher Standards. All unmistakable traits that believed set them apart from their competition. Incorporating iconic Canadian photos into a clean package design helped their product stand out on retail shelves and gain interest with domestic and international retailers.

After their immediate need of redesigning their packaging, Rebox set out to fully understand their audience. Field research and internal interviews were conducted to distill what made their brand truly unique and valued. From these insights marketing campaigns were developed to showcase a single distilled brand story of **Canadian Camaraderie** - a celebration of shared experiences and values across the nation.

### The Rebox Impact

- +11 years:** being counted on by our client to look after their brand and brand story, as they continue to grow their international brand
- > 60:1** More than 60 SKUs unified under one overarching brand
- +millions of units:** sold internationally since engaging Rebox



## The Activation

How do you express Proudly Canadian, Best Tasting, and Ultra Premium in one cohesive design language?

With precision and restraint.

We embedded the three brand pillars (Proudly Canadian, Best Tasting, and Higher Standards) into product packaging without stating them outright. Instead, we made consumers feel them.

Evocative black-and-white photographs of Canadian moments, road trips, winter games, campfires, evoked togetherness and pride. And a clean white background that conveyed premium quality, while rich colors and refined text expressed taste and depth.

Once the brand was distilled and the packaging refined, it was time to amplify the story. Alongside the client's marketing team, a national campaign was created to reach both B2B and consumer audiences.

Scripts were written and ads were designs to promote this national brand. From broadcast commercials and print to radio, digital, and social channels, every element was designed to reinforce one message: McSweeney's is more than a snack; it's a shared Canadian experience.

Distributors and retailers were also provided with sales collateral and trade materials to clearly communicate the McSweeney's refined brand story.



## Key Takeaways

### The Impact

The rebrand led to new listings, stronger consumer engagement, and co-branding opportunities with major national partners from breweries to sports leagues.

What began as a packaging refresh became a benchmark in brand strategy and execution lifting a meat snack brand to a position truly a cut above the rest.

— In B2B or B2B(2C), it's always P2P (people to people). Emotional connections drive behaviour and outlast impersonal features and benefits.

— Start, even if it's in the middle; clarity grows through precise messaging and bold action.

— Understanding catalyst moments creates the right opportunities to tell your story.



### Need help distilling your brand's true essence?

At Rebox, we help businesses uncover what makes them unique and valued. Crafting a brand worth remembering takes clarity, courage, and collaboration, and we're here to guide you through every step.

**REBOX**  
A B2B BRAND DISTILLERY

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