



Client: McSweeney's

When Growth Outpaces The Story

Unifying +60 SKUs under one narrative

FOOD MANUFACTURING

INTERNATIONAL DISTRIBUTION

B2B (2C)

Brand Positioning

Packaging System

Retail Activation

Portfolio Architecture

What began as a request for a packaging redesign revealed a deeper issue: the brand's rapid growth had outpaced the narrative unifying its +60 SKUs. Realigning that narrative created a cohesive national presence and strengthened long-term brand equity.

The Situation

McSweeney's had built a dominant presence in the meat snack category. With more than 60 SKUs across multiple sub-lines, the brand was widely distributed and commercially strong.

Growth had introduced complexity and the story connecting the portfolio had fragmented.

The Discovery

Different product lines were communicating different promises. What appeared to be a packaging need revealed a deeper issue. Retail presence was strong, but the brand story lacked cohesion at scale. The opportunity was not cosmetic; it was structural.

Through field research and internal conversations, it became clear that the brand was succeeding for reasons it had never clearly articulated: the story of **Canadian Camaraderie**, a celebration of shared experiences and values across the nation.

SUSTAINED RESULTS

+11 YEARS Ongoing partnership supporting national and international brand growth.

> 60:1 Unified under one cohesive narrative, with a brand architecture still in place more than a decade later.

NATIONAL RETAIL EXPANSION Stronger shelf consistency and expanded listings across major retailers.

+ MILLIONS OF UNITS sold internationally under the unified brand system.



The Realignment

The challenge shifted from execution to meaning:

What is the story this portfolio is actually telling?

Rebox redefined the brand across the entire portfolio before redesigning a single asset.

This narrative was translated into a clear and scalable brand architecture.

Three foundational pillars aligned the entire system:

- Authenticity rooted in the elements that make McSweeney's brand unique AND valued
- Craft in design perfectly aligned with craft in the product line (clean ingredients, worthy of sharing)
- A confident, recognizable visual system

This framework aligned leadership, product lines, packaging, and campaigns under one cohesive brand strategy tightly aligned with the business strategy.

The Activation

The packaging refresh became the visible expression of a deeper brand repositioning, not the starting point. It invited the audience to connect with the brand and feel, hear and live the story.

Once defined, the brand strategy was deployed across trade, retail, and consumer touchpoints.

Internal teams and external partners aligned around a shared narrative, enabling the brand to scale with clarity instead of complexity.



When growth outpaces the story,
clarity becomes structural.

This is the work Rebox does.



REBOX
A B2B BRAND DISTILLERY

Rebox helps organizations align what they build with what they stand for.

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