



Add value and create new sales for Hawaiian beef



^ Logo design; Gift package of three jerky flavors and consumer brochure

Business

Cooperative of Hawaiian cattle ranchers marketing value-added, proprietary beef products

Audience

Tourists looking for gifts; residents; retail buyers

Challenge

Create an identity system for two categories/brands. Incorporate history of the Hawaiian cowboy (paniolo). Design a gift pack for tourists. Create consumer information and sell sheet for retailers

Strategy

Design packaging system that recalls the paniolo heritage. Incorporate historic photos and stories into consumer booklet to insert in jerky gift pack. Create label system for fresh beef products to echo the style of the jerky packaging. Emphasize quality, unique packaging in sell sheets to buyers

Results

Immediate order for 900 pounds of beef jerky placed based on the gift pack alone. Broad placement and sales success in gourmet, gift and specialty foods markets



^ Logo and labels for fresh product