

# Leading the Way One (Small) Bite at a Time

A pioneer and producer of bite-size potatoes needed a brand refresh to better reflect its leadership in the category.



## Brand Promise

What is the key benefit(s) we offer?

*Tasteful Selections™ best-quality, freshest, bite-size potatoes will transform everyday meals into family favorites by adding convenience, nutrition, versatility and variety. Always delivering **great flavor in a small bite.***

## Challenge

Tasteful Selections, a pioneer and the leader in the bite-size potato category, was facing market erosion from smaller competitors who possessed stronger brand presentations. That was the challenge facing the Tasteful Selections brand and the marketing team at RPE, the entity within Wysocki Farms that manages the Tasteful Selections brand. Partnering with the RPE team, we set out to better define the Tasteful Selections brand and develop a visual presentation that reflected its leadership position.

## Think

We implemented our BrandAlignment™ process that began with shoring up the Tasteful Selections brand by establishing its BrandCore™ definitions – key words and phrases that describe a brand's purpose, intention, personality and position. This would allow a stronger shared understanding of the brand both inside and outside the company. Once we had the right words defined, we could begin design of the visual interpretation and presentation.

## Create

The client requested that the original Tasteful Selections black oval logo equity be maintained. From there the design team worked to make the name more prominent and legible. The addition of stylized leaves provided an accent to the new bold logotype. As part of the logo lock-up, the words "Bite-size Potatoes" were added to reinforce this unique potato category of products. The new logo retained most of the black oval shape as a backdrop to hold the logotype. Overall the logo design was production-friendly for packaging and other applications.

## Connect

With clear and aligned definitions of the Tasteful Selections brand in place, the new brand identity and subsequent packaging were introduced at the PMA Fresh Summit in October 2018. The new look received strong and positive responses from show attendees. Early responses from major retail customers have also been very receptive to the new brand approach.

## SCOPE OF WORK

BrandAlignment™ Process

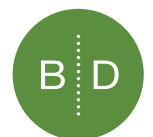
BrandCore™ Development

Brand Visual System Design

Brand Standards Development

Benchmark Research

Brand Logo Refresh



BrandDirections

Think. Create. Connect.