

CHICAGO CUTLERY EXTENDING BRAND REACH

As Chicago Cutlery sought to broaden its customer base, we created a design system with wide appeal for both new and existing consumers.

WHAT WE DID

- Brand Repositioning
- Brand Identity
- Package Redesign
- Channel-Specific Graphics



Before

Our friendly, clean mass market design (left) welcomed new customers, and our elegant, benefit-inspired design (right) communicated to the seasoned consumer.

CHICAGO CUTLERY

REACHING A WIDER CONSUMER BASE

CHALLENGE

With the in-store prevalence of premium international brands and specialized product language, knife and cutlery purchasing can intimidate first-time buyers. Clarity at point-of-purchase becomes essential. Chicago Cutlery sought to be considered a “trade-up” purchase within the category. Our task was to help Chicago Cutlery build on its reputation among experienced users and reach out to new consumers—without straying from the brand’s integrity and heritage. We refreshed Chicago Cutlery’s brand identity and packaging strategy to invite less experienced buyers while maintaining the interest and trust of established customers.

SOLUTION

We created a brand identity and package design system with channel-specific graphics that would represent “attainable aspiration” for the seasoned buyer, and relatable, user-friendly quality for the emerging buyer target: a young, female audience (25-44) with disposable income.

Our clean, uncluttered design featured friendly colors and hints of human interaction to help the newer consumer readily understand the package’s educational elements; simplifying the purchase decision.



New Identity



Before



A consistent brand look is maintained across all offerings within a recognizable brand architecture.