

Hughes Cooks Up Something Tasty for Crock-Pot!

With a complete brand relaunch, Hughes Design Group helped the Crock-Pot marketing team re-establish their brand with consumers as the leader in the slow cooker category. Beautiful new imagery and feature icons showcase the modern feel and ease of use of these premium slow cookers, while distinctive design on all panels of the package ensure the most impactful display at retail.

CROCK·POT®

◆ THE ORIGINAL SLOW COOKER ◆

OBJECTIVES

Design a new best-in-class brand identity to emotionally connect with target audience and be leveraged consistently across all consumer touch points

Develop a strategic segmentation architecture to unify the product line while still differentiating sub-brands

Contemporize the brand with stunning new photography, color palette and lifestyle cues



BEFORE



COLOR PALETTE

