

THE SPICE OUTFIT



Properties list:

identity by photo
photo to evoke
new product
single product
sauces and seasonings
labels and sleeves
box
metals
historical, traditional
unusual structural association
unusual visual association
transparent
end-user packaging
identity by shape
identity by typography

From MondoVox website: "

CCC Brands is a specialty foods product manufacturer in Chicago providing diverse products for both wholesale and retail.

CCC was coming out with a new line of retail spice blends and meat rubs for the gift and specialties market. The line followed a theme of gangster activity in Chicago in the '20s and '30s.

CCC asked MondoVox to develop a branded approach for the product line which would be called 'The Spice Outfit.' Working closely with CCC Brands, MondoVox created a look and feel that's historical in look with tongue-in-cheek mafia references to appeal to the target demographic of mob aficionados.

The product comes in reusable gift tins with clear windows showing the product, making store merchandising colorful and tantalizing. The labels and inserts provide both product information and insider jokes appropriate to the audience.

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Reference: http://www.mondovox.com/portfolio/spiceoutfit/spiceoutfit_pd.html

Credits:

Country: Illinois, Chicago

Agency: MondoVox

Other images: