



CASE STUDY #5:

It's a Wrap

CHALLENGE: SUPERVALU was looking for a creative way to promote a premium beef brand during a beef industry conference.

SOLUTION: Creative Resources produced t-shirts adorned with the premium beef brand name and slogan – “Beef Spoken Here” – then wrapped them in old fashioned butcher paper and finished the package with a creative custom label.



RESULTS: The nostalgic package got the attention of conference attendees and helped increase awareness of SUPERVALU'S partnership with a premium beef supplier.