

AIGA

American Institute of Graphic Arts

365: AIGA Year in Design 28 Winner

Gourmet Settings' Brand and Identity System Wins International Design Award.

The Gourmet Settings brand proposition is to re-think the conventions of flatware design and production, and to produce beautiful, contemporary, fine-quality products at great prices. So how does this small Canadian flatware company with a very limited marketing budget compete with houseware giants? Using bold graphics and playful, no-nonsense copywriting and talking directly to the consumer. We tell them in plain language why the product is better. We also try to make an emotional connection with the copy such as: "Think about it. You use your utensils 365 days a year. Shouldn't they bring a smile to your lips?" Press folders, stationery, brochures, and compliments cards are easily identifiable as Gourmet Settings-esque. The business cards and brochure communicate at a glance what Gourmet Settings sells and the brand's personality. The Gourmet Settings catalogue is an important marketing tool for buyers and retailers. Used to present the Gourmet Settings flatware to potential retailers, the catalogue stands at the forefront of Gourmet Settings' identity and has been distributed to retailers internationally. ■

