



case study :: Pez Candy

## REVITALIZING AN ICON

PEZ is an iconic brand that needed a facelift. Dated marketing materials and packaging were affecting the company's sales.

### THE OBJECTIVES

To design a fresh brand image that would support PEZ in staying competitive and increase sales.

### THE SOLUTION

Armed with a through understanding of where the PEZ brand had been and where it needed to be, Elements considered every touch-point for its consumers, retailers, and buyers. We redesigned packaging and point-of-sales materials that leveraged PEZ's whimsical personality and built a visual platform from which the company could move forward.comprehensive website and intranet.

### THE RESULTS

Bolstered by up-to-date packaging that encouraged better store placement, PEZ sales immediately soared. Elements' campaign produced a reenergized sales force, enthusiastic retailers, and a boom in customer recognition of the brand, all translating into strong, continuing growth.



### SERVICES UTILIZED

- > Brand Review & Analysis
- > Consumer Marketing
- > Environment & Events
- > Package Design
- > Print Collateral
- > Public Relations