



case study :: TEA•RRIFIC! ICE CREAM®

CHURNING INTEREST IN ICE CREAM



TEA•RRIFIC!, an artisanal ice cream company, uses locally sourced ingredients to produce unique tea-infused ice cream.

THE OBJECTIVE

To create a sophisticated brand able to compete with other well-known artisanal ice cream brands.

THE SOLUTION

In a saturated ice-cream market, Elements developed a distinctive selling platform to support TEA•RRIFIC's launch. We designed a graphic system that was carried from packaging to online content to tradeshows to sales and marketing materials. The system gave the brand personality and conveyed its promise of originality, quality and distinctiveness.



THE RESULTS

TEA•RRIFIC! ICE CREAM® is taking off; media interest is growing, sales continue to increase year over year—and distribution has grown to include the Northeast and Mid-Atlantic regions and is heading west. TEA•RRIFIC! was named the Best New Product in the Edibles category at the World Tea Expo East as well as a finalist in Martha Stewart's "Made in America" competition.

CLIENT TESTIMONIAL

"The team at Elements is extremely professional and creative. They always hit the mark on design concepts and understand the needs of a growing business to complete tasks in a timely manner. Working on retainer with Elements has helped us be more flexible, allowing us to react quickly to new opportunities in the market. They are a valued partner as we grow our brand and our business." – Mario Leite, President



SERVICES UTILIZED

- > Corporate Identity
- > Consumer Marketing
- > Environment & Events
- > Interactive & Digital Media
- > Package Design
- > Public Relations
- > Print Collateral
- > Social Media
- > Strategy & Positioning
- > Websites

