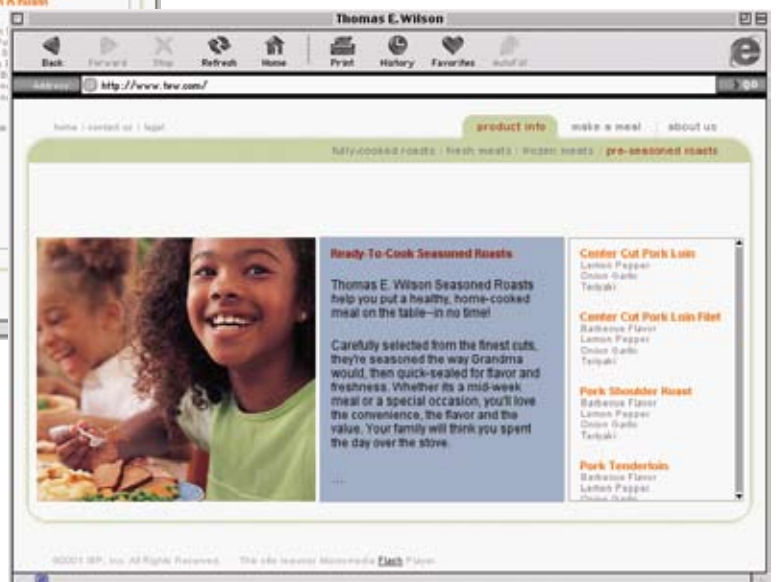
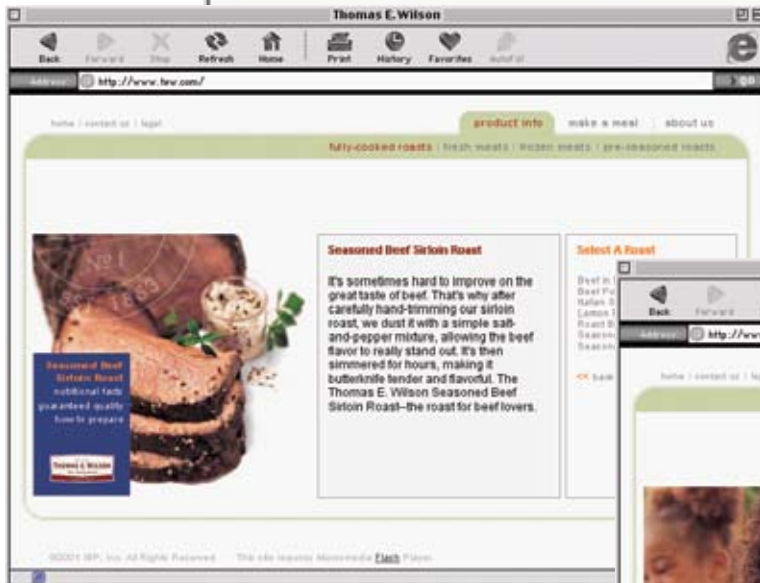


Premium web design and POP displays for a premium line of beef and pork products from Tyson.



deliverables

- consumer website and identity components
- web design
- online promotions
- in-store promotions

upshift

branding
design
advertising

case study: Thomas E. Wilson Foods

challenge

Iowa Beef Council (IBC, a division of Tyson), is the world's largest producer of beef and pork products. Their ad agency, FCB, enlisted the help of UpShift to bring to market a new line of category-defining products called "Thomas E. Wilson". These are prepared beef and pork products designed to appeal to today's busy moms while capturing the quality and healthiness of home-cooked meals.

This premium line of foods demanded an elevated presence in the market to match the product's quality and pricing. Therefore, we worked with FCB to shift the packaging design to a higher level and then back the product with a destination website that was focused on nutritional and lifestyle facts.

solution

To invoke memories of an old-time barber shop, the brand essence was determined to be homey, old-fashioned and upscale. These attributes, backed by sophisticated design utilized on the packaging, website, and in-store promotions, would help differentiate the product line from less-healthy or discount rival products.

UpShift sought to create a destination website for busy moms by featuring quick-preparation tips, health and fitness information, and meal variations, as well as local promotions. The site incorporates many high-end design features such as Flash animation, JavaScript scrolling windows, and a rich use of color, photography and typography.

results

The success of the site encouraged repeat visits. The overall approach to branding—backed by a quality product and sophisticated marketing—elevated the product. As a result, the Thomas E. Wilson line was expanded to include lunch meats, fresh and frozen meat cuts, and fully-prepared beef and pork meals.

UpShift worked closely with both FCB and IPB to ensure that all marketing promotions, including the dinner-destination website, worked together for a seamless brand experience that emphasized quality and nutritional value. The category-leading brand, Thomas E. Wilson Foods, was such a success that it was later purchased by Tyson Foods, Inc.