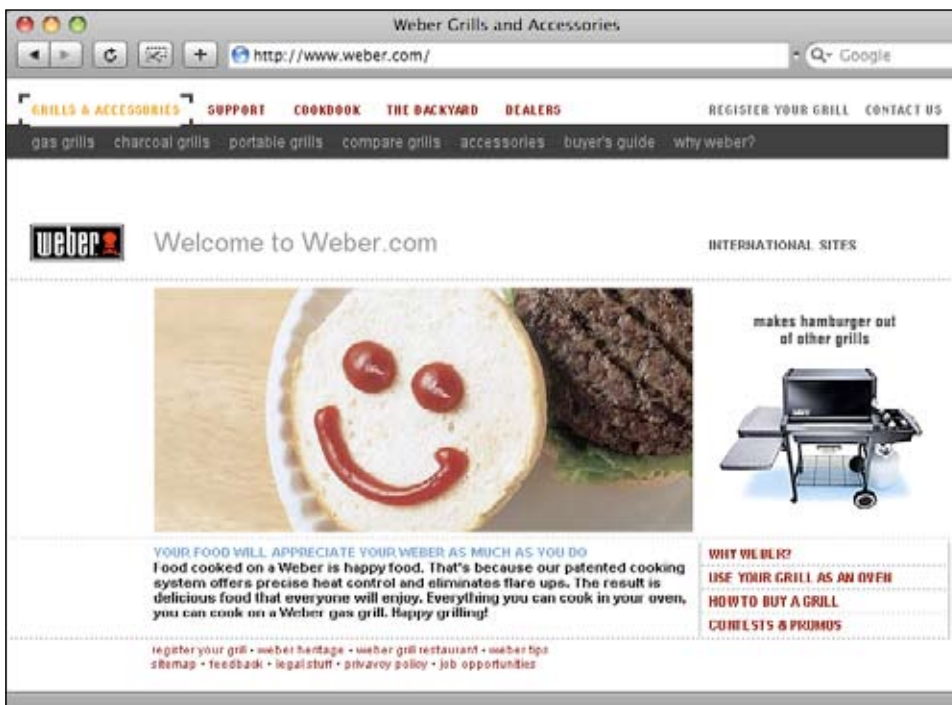


case study: Weber Grills

Since 1996, helping America's Backyard Hero strengthen their brand, website and communications.



deliverables

- Weber logo redesign
- website design
- brand image & strategy
- packaging design
- cookbook covers
- in-store communications



upshift

branding
design
advertising

case study: Weber Grills

challenge

Weber is the undisputed leader in the grilling category, having invented the charcoal kettle grill in the 1950s along with many other grilling innovations since.

But their brand image was stuck in a time warp. To appeal to today's image-conscious buyer, they needed an updated brand image. They also had to simplify messaging to educate buyers about

"What Makes a Weber a Weber"—how it is a better investment than a cheaply-made import. Lastly, they sought to integrate communications across their many product and service lines so that the Weber brand spoke with one brand, one voice.

Because UpShift has assisted Weber since 1996 when we designed their first website, they turned to us to meet these communication challenges.

solution

BRANDING/LOGO REDESIGN

We updated Weber's logo by refining the details without losing equity in the mark. This entailed replacing the frumpy sans serif font with sophisticated serif lettering. We also eliminated the heavy frame surrounding the logo to obtain an open, contemporary appearance.

Next, UpShift conceptualized key documents to set the look and feel for an all-encompassing brand image make-over. Graphic guidelines led to a unified brand experience in the marketplace through consistent logo usage, color and design.

WEBER.COM

UpShift provides a well-designed and rewarding online experience for weber.com as well as specialty sites: Turkey Cast, Grill Out Times, and e-news. These sites capture the spirit of grilling and position Weber as the "Grilling Experts."

WEBER Q GRILL

Q is to Weber what the Mini Cooper is to BMW—a chance to connect with younger consumers who appreciate refined design and clever marketing. The "Q" name is a visual shorthand for "barbecue," while the logo is an abstract of the grill shape. UpShift established the look & feel for all Q communications which included sales materials, ads, packaging and website design.

WEBER GRILL RESTAURANT

For lovers of grilled food—and the Weber brand—there's no better place than the Weber Grill Restaurant. Here food is grilled indoors on huge Weber kettle grills over an open flame. UpShift created the restaurant's website and also consulted on other branded components from signage to menu design. See our separate case study that addresses the restaurant's unique branding challenges as it seeks to expand nationwide.

results

With over 12 years as Weber's agency, no one knows their brand as well as UpShift. Today, Weber is the definitive online authority for outdoor grilling as they serve up recipes, purchasing information, and expert barbecue tips backed by 50 years of category leadership.

A contemporary and honest approach infuses all branded communications with one common voice and image. Our expertise delivering innovative and smart communications has created brand cohesion as they venture into more vertical brand extensions.

