

CLIENT

Stillwater

INDUSTRY

Retail

SERVICES

Packaging Illustrations Marketing

DELIVERABLES

- Rebranding
- Packaging
- Illustrations
- Campaign Material
- Web Design





Let it all dissolve

Stillwater Brands had 3 different products but only one was selling strongly. After an initial audit it was clear the brand hierarchy was confusing consumers and while all were similar products from the same company, all had different brand names and individual visual styles.

We created a brand hierarchy to leverage the success of their big seller and create a visual relationship to let consumers know the ways they can enjoy their products.

NEW!

RIPPLE
QuickSticks

Level up the Goodness.
Let the world dissolve on your tongue.

PURE
Blueberry Pom
10mg THC
PER PACKET

BALANCED
Gingerberry
5mg THC | 5mg CBD
PER PACKET

PURE
Blueberry Pom
20mg CBD | .5mg THC
PER PACKET

RIPPLE

MIX



RIPPLE
Gummies

CHEW



RIPPLE
QuickSticks

POUR



Higher Appeal

Immediately it was clear how much easier it was for Bud Tenders to sell the rebranding family of products as the story they tell was made so much easier.

The result a significant increased in brand loyalty and a far greater shelf impact leading to more and more new shoppers in this market asking, 'what's Ripple?'

