

Case Study #2

Cycle Dog New Product Showcase Tri-fold Poster Redesign

Cycle Dog Earth Friendly Pet Company is based out of Portland Oregon and makes dog collars, leashes, beds and dog toys from recycled and upcycled materials.

Cycle Dog was releasing a new “Made in USA” rubber dog toy at two separate industry trade shows in an area known as the “New Product Showcase”. The poster of the initial tradeshow was very generic and lacked visual appeal and emotional connection. (ex #1) A simple gradient background with basic text and images was very sterile. The over emphasis on the “Made in USA” aspect was used to fill in blank space.

SOLUTION:

It was determined that more emotional connection was needed to catch the viewers attention. A customer provided an extraordinary photo of their dog playing with one of Cycle Dogs existing products (ex #2) . An image of the new product was then Photoshopped in place of the old one. Highlighting and color balance made the change imperceptible. Better product photography and bolder font selection added to the quality of the final image. (ex #3 & #4)

RESULTS:

Adding both visual appeal and emotional connection brought the design to a more professional level as far as look and feel. It also added more consumer/retailer confidence in both the product and in the company itself.



Example #1



Example #2

High Roller[™] Plus

Treat Hiding SuperBall

- **EcoLast[™]**
Floating Water Toy
- **Erratic Bounce**
For Hours of Fun Play
- **Treat Spokes**
For Kibble & Spreadable Treats



Earth Friendly Pet Company[™]



Cycle Dog[®]






Bully Sticks and Kibble Here!



Spreadable Treats Here!



MADE IN OREGON

Example #3



Example #4