

the Product Rocket

Marketing Mission

Client: Dingolope
Seattle, WA

Mission Challenge: Create brand identity, packaging, sales support materials and assist with product development to launch this specialty pet product.

Deliverables:

- Brand identity, tag-line and logo for product line
- Design and produce original patch
- Business card as mini brochure
- Product hang-tag
- Website for online purchasing

Blast-off!

A Pacific Northwest company, Dingolope launches at retail in May 2007, with a roll out to regional specialty pet chain Mud Bay Granary.



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