



Aryzta

DISCIPLINE

Product Innovation

"My team loved working with Bulldog. They're insightful partners who helped us create the Gusto brand and set it up to be the success that it is today"

PETER TREMBLAY, SVP, CUSTOMER
MARKETING ARYZTA

DESIGNING A BRAND FOR ON-THE-GO CONVENIENCE

CHALLENGE

Aryzta, a leader in the baking industry, came to us with the challenge of positioning their brand and developing and designing their new line of hand-held pizzas to sell at convenience and quick-serve stores across the country.

RESULT

We positioned the brand: Gusto as a step up from the highly saturated competitive set. We started by developing a premium brand identity, including the name, look and feel for the brand. From there, our graphic design team developed packaging designs and POS materials to win the hearts of those responsible for purchasing. The product launched to rave reviews and breakthrough sales.

