



When Merrell Remington was originally retained by Mrs. Fields to market their products nationally, we took an existing core look and turned it into something that both strengthened the brand image and increased sales. ■ Because of our previous success, we were asked to create a newer, more aggressive core brand marketing strategy and identity for the following year. The new look has created even sweeter results. ■ The posters, case cards, display cards and other signs you see here represent an emotional approach to the unique pleasure derived from consuming Mrs. Fields products. The copy, visual treatment and product itself all work together to create a strong yet subtly inviting message – that enjoying a Mrs. Fields product is an experience not to be missed.

Sweet Success for Mrs. Fields