



Lost brand essence

PROBLEM

Founded in 1910, Hamilton Beach was a company comprised of new and innovative ideas which were made available to the Greatest Generation. In the past few decades Hamilton Beach has **lost its original brand essence** – one that was created around the idea of good thinking. An overly extensive product portfolio and a **conflicting brand language** has led to an identity with **little brand equity**.

OPPORTUNITY

Hamilton Beach currently has the opportunity to refresh its brand identity through a **harmonious design language** accompanied by a concentrated family of products. In addition to creating a **cohesive brand identity**, we must reposition and relaunch Hamilton Beach's product portfolio.

Objective

Hamilton Beach®

RETHINKING GOOD THINKING

- ESTABLISH A COHESIVE, HARMONIOUS BRAND LANGUAGE
- DESIGN A NEW FAMILY OF CONCENTRATED PRODUCTS
- INTRODUCE A MEMORABLE BRAND AND PRODUCT LINE
- RELAUNCH & REPOSITION THE BRAND IDENTITY
- UPDATE BRAND IDENTITY FOR THE MODERN ERA



New brand language