

LEVAIN

CASE STUDY

When Levain Bakery asked us to create a National brand extension for their famous cookies we were determined to create a cookie buzz!

New York Times "Possibly the largest, most divine chocolate chip cookies in Manhattan."

To show the size of the cookies, they weigh a massive six-ounces each, we designed the cookie logo to scale. The bite and crumbs are life size.

The cookie logo then became catalyst for a range of fun in-store merchandise; Tough Cookie, Smart Cookie, and Cookie Monster.

It's really is all about the cookie!

