

Lizzmonade

EIGHTY6
CASE STUDY
BRANDING

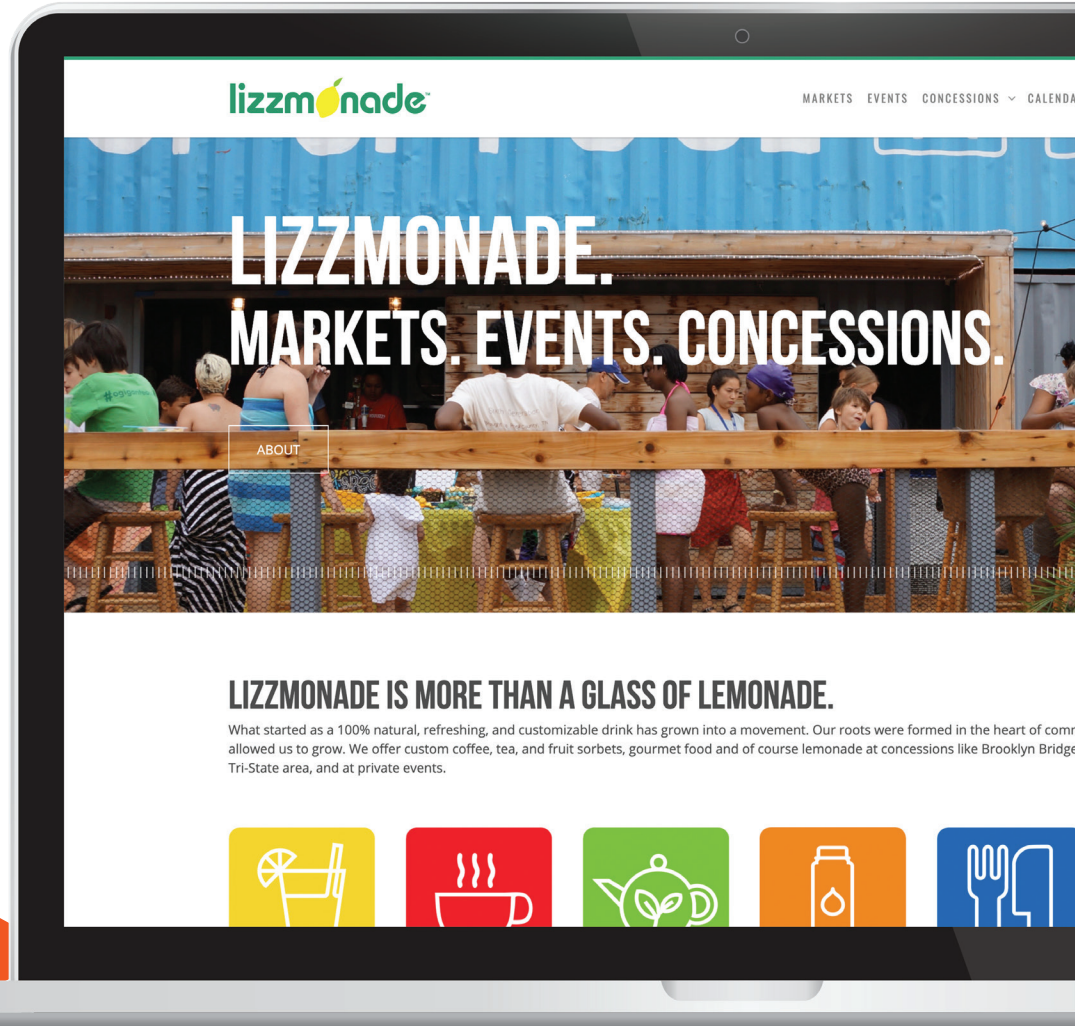
2013 - Present

Impact

From Grassroots
to Brand Player

Service Areas

- Branding
- Website
- Photography
- Videography
- Graphic Design
- Apparel
- In-Store Signage
- Local Search



Situation

Lizzmonade had an outstanding lemonade product with top-notch customer service. Their stellar reputation throughout the farmers market circuit led to a chance to appear on *Shark Tank*, which led to a need for a professional video – stat!

While they didn't make it to *Shark Tank*, the opportunity brought attention to Lizzmonade's need for a cohesive brand experience that could grow with them.



Solution

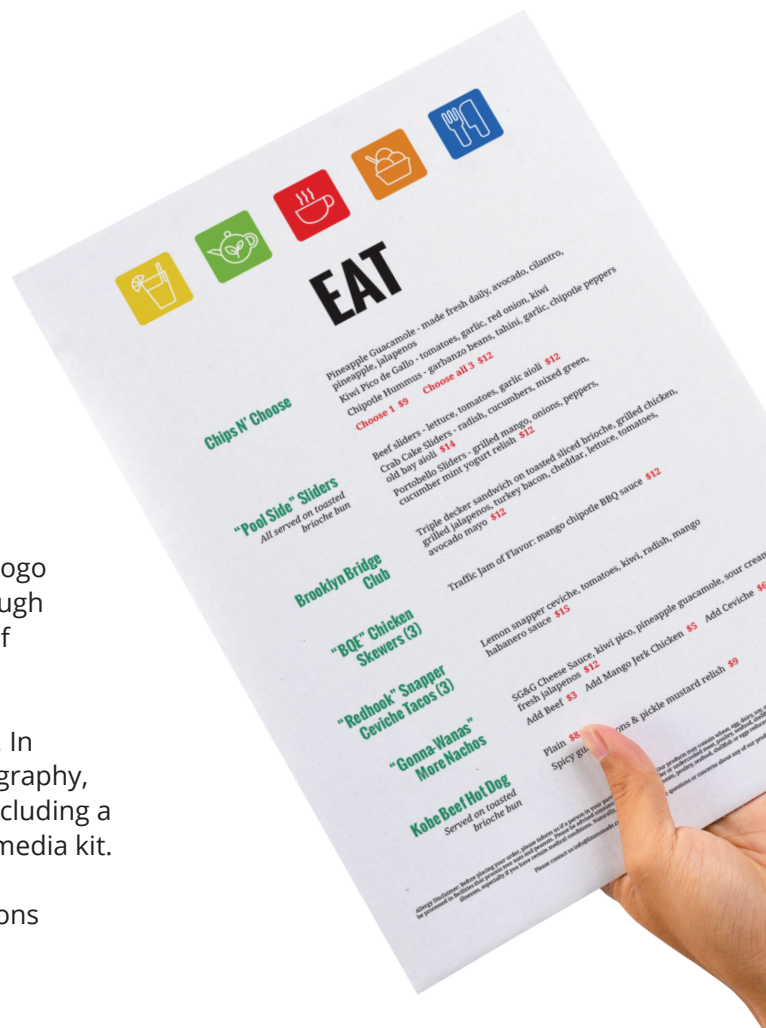
With the urgent video project complete, Eighty6 could begin working with Lizzmonade on a brand experience overhaul.

Eighty6 defined a product structure and positioning of the brand that could scale. The "Markets. Events. Concessions." tagline presented their services publically to customers, but also fundamentally helped them segment their objectives within the company. Everything they did had to fall under one of those three things.

A new visual brand identity system combined an updated logo with unique product icons. The system was rolled out through signage, menus, cups, bags, collaborations, apparel, and, of course, online.

The new responsive website was built from the ground up. In addition to applying the visual identity, Eighty6 shot photography, did content editing, and implemented new functionality, including a calendar with directions for markets and a downloadable media kit.

Search Engine Optimization work is ongoing, as new locations always need to be found.



"From mindmapping, planning, design,

Eighty6 was instrumental in helping Lizzmonade create a perfect website. Modern, funky, fresh, just like our Lizzmonades. We feel like you can taste our lemonades when you visit our site!"

-Lizzette Pagan & Lamar McCloud
Owners of Lizzmonade



