

LA CHOY®

AUTHENTICATE

La Choy's refreshed brand design evokes credible authenticity for this 94-year-old American brand.

The market understood La Choy's American heritage but never lost interest in its Chinese promise. The brand always acknowledged it was inspired by Chinese cuisine prepared for the American palette. Early advertising positioned the brand with the theme "La Choy makes Chinese food swing American." Brand design and package graphic strategy evokes and *authenticates* the Chinese promise.

BRAND IDENTITY

A graphic brand mark is the dominant package image. The elegantly simple and distinctive logo derives from the brush-stroke Kanji symbol with supporting textures of rice paper and silk. The logo anchors a visual language and style for the brand in all of its media and communications.

BRAND MEANING & DESIGN

Pre-design research fielded a visual language assessment and semiotics analysis (the study of signs and symbols and their cultural meanings) to find the graphic hot spot for Chinese inspired food/American brand. This research learning provided guidance to design an American brand deeply connected to authentic Chinese character.

PACKAGE GRAPHICS & VALIDATION

The semiotics analysis guided design exploration and development of package graphics with relevant testable differences. A large sample of one-on-one interviews probed graphic balance (whether too American or overstating Chinese authenticity), shelf impact, product identification and versioning and the time it took to find an assigned product in a planogram.



RESULT

The package graphics developed from the depth of consumer research and cultural study involved in the brand redesign clearly resonated with the market, resulting in a unique, long-standing and iconic graphic brand for La Choy.

