

IN A STICKY PICKLE

LOCAL. FRESH. FRIENDLY.

A sweet evolution in branding for In A Sticky Pickle

Challenge

Specialising in crafting delicious chutneys using treasured family recipes, In A Sticky Pickle transformed from a weekend hobby into a full-time venture. While their products were perceived as high-value, there was a dissonance between the quality of their offerings and the perception created by their branding.

We were tasked to help them elevate their branding to attract new customers and encourage repeat business while tapping into the gifting market. Additionally, they had aspirations to enter the wholesale market, so a brand evolution was vital to match the quality of their artisan creations.

Solution

Recognising the need for a brand that resonated with what their business stands for, we got to work on building a brand identity and personality aligned with their core values. The focus was on three key pillars: quality, fun, and the sense of comfort that their products brought to their customers.

To shine light on the high-quality nature of their chutneys, the branding incorporated imagery that showcased the fresh ingredients that are sourced directly from their local community.

Injecting a sense of playfulness into the brand, we introduced a vibrant colour palette and a rounded font, that was as inviting as their chutneys and pickles.

We also crafted a tone of voice that reflected the welcoming feel of their family kitchen.

Understanding the emotional connection customers had with their products, we made sure the new branding evoked a feeling of warmth and excitement. It aimed to convey that each jar of chutney was not just a condiment but a taste of home, a comforting companion for any occasion.

The brand evolution was not just a visual overhaul, but a strategic thought process to align every touchpoint with the values that made In a Sticky Pickle unique.

We created a full branding suite of:

- New logo
- New label designs
- Brand guidelines
- Social media templates



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Results

The unveiling of the new brand took place at Burghley Market, one of the largest annual artisan markets in the region and the results were amazing!

- **Overwhelmingly positive web traffic:**
- The day of the brand launch witnessed a surge in web traffic on their site, indicating a significant increase in online interest and engagement.
- **Sell-out flagship event:**
- The flagship event at Burghley Market turned out to be a huge success for the business, with a sell-out of products. This not only showcased the demand for their chutneys but also solidified their presence in the market.
- **Owners' connection restored:**
- Perhaps most importantly, the owners of In a Sticky Pickle found themselves not just as entrepreneurs but as custodians of a brand they deeply connected with. The redefined brand identity helped them rediscover their passion for their craft and strengthened their commitment to delivering exceptional products.



Karen Woodthorpe

Founder, In A Sticky Pickle

"Since we launched our new branding, the hits on our website in the first couple of days were like the run-up to Christmas! The feedback we have received from our customers has really blown us away.

Thank you Spinks Creative, for listening to what we thought we wanted and then guiding us to what we needed. Seriously, thank you; we couldn't be happier."

Customer Feedback



andi_best_design Thank goodness you ditched that mascot logo! This new branding looks much more refined. Well done.



bombsandbubblesgalore Looking awesome! 🥰
21 w 1 like Reply



zebramingocrafts Looks great!
21 w Reply



sarahloucrafts Looks amazing. 🥰
21 w 1 like Reply



sallybrownartistdesigner Love the new logo 🥰
21 w 2 likes Reply