

Name |



Environment



**Approach:**

Japanese brand development group, Imtec was creating a new product offering of Northwest recipe soups. To launch this brand, the company partnered with GIRVIN to make its entrance to the marketplace a success.

**Result:**

GIRVIN named the new endeavor Soupmasters and helped to position the brand. The identity and environmental design found resonance in stand-alone kiosk offerings as well as built spaces.



Packaging |



Print



Identity