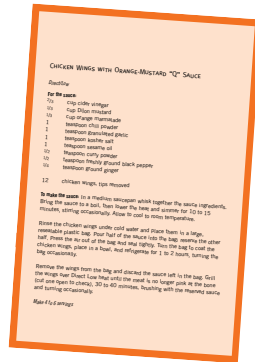
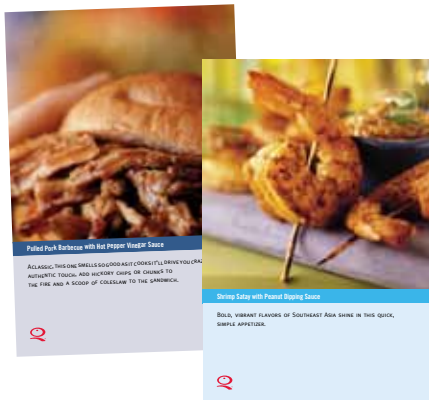


We've helped America's Backyard Hero strengthen their brand, website and marketing since 1996.



challenge

Weber is the undisputed leader in grilling, having invented the charcoal kettle grill in the 1950s along with many other grilling innovations since.

But their brand image was stuck in a time warp. To appeal to today's buyer, they needed an updated brand image. They also had to simplify messaging to educate buyers about "What Makes a Weber a Weber." Lastly, they sought to integrate communications across their many product and service lines so that the Weber brand spoke with one brand, one voice.

solution

Because UpShift has assisted Weber since 1996—when we designed their first website—they've turned to us numerous times to meet their many marketing challenges:

- Updated logo design
- Unified all communications
- Strengthened their web presence
- Helped them get into eMarketing
- Cleaned-up their retail packaging
- Worked on talking points for the brand
- Designed the Q logo
- Assisted with launch of Q brand
- Headed brand marketing committee

results

With over 15 years as Weber's agency, no one knows their brand as well as UpShift. We deliver innovative, smart communications and brand cohesion as they venture into brand extensions, such as restaurants, spices, grilling accessories and apparel.

Our work positions Weber as the definitive online authority for outdoor grilling as they serve up recipes, purchasing information, and expert barbecue tips backed by 50 years of category leadership.

industry

- consumer goods

deliverables

- brand strategy
- logo design
- web site design
- print advertising
- eCommunications
- trade show collateral