







**CASE STUDY:**

# SPICE WORLD CAMPAIGN NAME

As the nation's leading garlic brand, Spice World has built a reputation for delivering fresh flavor to kitchens across America. Looking to strengthen shelf appeal and deepen consumer engagement, the brand partnered with evok to develop creative solutions that supported both retail visibility and long-term brand loyalty. From eye-catching packaging design to ongoing social media management, evok helped position Spice World for continued growth through strategic creative execution rooted in appetite appeal, consistency, and consumer connection.



- 
**INDUSTRY**  
PACKAGED GOODS
- 
**AUDIENCE**  
 **NEEDED**
- 
**CATEGORY/TACTICS**  
CREATIVE  
SOCIAL MEDIA



## IDEAS.

Serving up unbelievably fresh, bold flavors, Spice World has made its way into homes and plates across America as the nation's number one choice in garlic. In need of a strategic and creative partner to keep business cooking, the national leader looked to our team for help getting their products off the shelves.



### Retail Packaging



## WORK.

### RETAIL PACKAGING

Our team designed eye-catching, on-brand retail packaging to be sold at supermarkets and stores across the country. Always working to accent the brand's commitment to freshness and unbeatable flavor, we paired color and copy to effectively capture the attention of shoppers and ultimately get them to make a purchase..

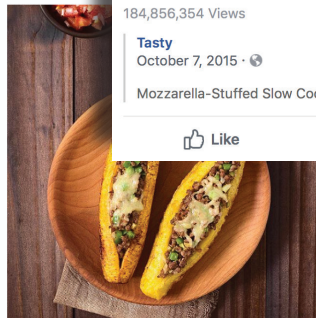
CASE STUDY: SPICE WORLD



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175 posts 2,586 followers 1,507 following

Spice World Fresh, rich, tasty. No wonder it's the #1 garlic [bit.ly/SpiceWorldIncEntrees](http://bit.ly/SpiceWorldIncEntrees)



184,856,354 Views

Tasty  
October 7, 2015 · 🌐

Mozzarella-Stuffed Slow Cooker Meatballs

[Like](#) [Comment](#) [Share](#)

Social Media

SOCIAL MEDIA PROMOTIONS

Working to build brand awareness and loyalty with past, present and potential customers, evoks social media team currently manages the Spice World footprint across the digital world. With seasonal promotions and active community management, we have been successful in continuously growing the brands Facebook following



## RESULTS.

### Steady increase

in Facebook, Instagram and Pinterest impressions, followers and engagement.

### National reach

with products in stores across the US still in use in stores across USA

## KEY TAKEAWAYS

- Strategic retail packaging design helped Spice World stand out on crowded shelves while reinforcing the brand's commitment to freshness and flavor.
- Pairing bold visuals with concise, shopper-focused messaging improved product visibility and encouraged purchase consideration at retail.
- Ongoing social media management and seasonal promotions strengthened audience engagement and increased brand loyalty across digital platforms.
- Active community management and content strategy contributed to sustained growth in followers, impressions, and engagement across Facebook, Instagram, and Pinterest.
- evok's integrated creative and social approach supported Spice World's continued national presence and reinforced its position as America's leading garlic brand.