



## consumer

*A branded  
merchandising strategy  
for a family of  
cookware lines.*



# The Meyer Corporation

## The Problem

Consumers lacked purchasing cues for Meyer brands on the retail sales floor due to a proliferation of cookware brands and lack of trained retail sales personnel.

## The Solution

Vaughan and Company developed a 'Healthy Cooking by Design' branding strategy aligning Meyer cookware brands with consumers' interest in healthier cooking methods. Lines were unified with new packaging featuring consumer-friendly graphics and recipe suggestions. Retail advertising vehicles, fixturing and display programs reinforced the concept and created broad consumer awareness.