

SPECIALITY FOOD SUCCESS

Silver Moon
Desserts:
Another
Hellbent
Customer
Success Story



Hellbent used nostalgic photos in black and white to underscore the beauty and subtlety of the ice cream and sorbet flavors and to set the brand off from competitors on the shelf.

How does a tiny liqueur infused ice cream and sorbet company battle for shelf space along side industry leaders?

Sheri Tate, the owner and founder of Silver Moon Desserts, is a skilled artist creating delectable desserts for your pallet. She makes liqueur infused ice creams and sorbets that are truly unforgettable.

Since 2005, Silver Moon had been building and growing with a few commercial distributions. Now the time had come to push through and make a big statement at the Fancy Food Show 2009 at the Moscone Center in San Francisco, where hundreds of retailers and distributors would see and taste Silver Moon products for the first time. Hellbent Marketing was asked to rebrand Sheri's products and create a new tagline to give her business the boost it needed. But how exactly could Sheri set herself apart from the rest of the competition—the likes of Haagen Dazs and Ben & Jerry's that have been around for far longer than Silver Moon Desserts?

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The front of Silver Moon's round business card is the same artwork used on the lids of the ice cream pints.






Sheri Tate creates the mouthwatering Mango Mimosa Sorbet.

The Packaging “Experience” Solution

Sheri Tate knew the value of compelling packaging, “I needed a way to draw in the consumer, so that once they tried one of the desserts they would fall in love with it. The packaging had to be fantastic.”

Hellbent understood the packaging needed to be as visually beautiful and as unique as the ice creams and sorbets were themselves. Hellbent used the idea of “Experience Heaven on Earth” as a direction and tagline for the rebranding. The product itself would not be shown on the containers as many of the competitors did. Instead, Silver Moon packaging would evoke an experience of a beautiful memory with each flavor having a different image on the container. Sheri gave Hellbent the necessary design creativity and freedom to make her product jump out from the competition on the shelves and all brand touchpoints with the new logo design, website and collateral materials.

Results from the rollout of the new packaging and rebranding of the company were profound. Silver Moon Desserts won the Silver Star award for Best of the Show Products from the 2009 Winter Fancy Food Show; increased its distribution within gourmet markets by more than 4 times; doubled regional distribution of small specialty markets and gained the attention of local gourmet chefs, country clubs, and restaurants as well as national exposure.

Sheri understood the power of the package, “No matter how great your product tastes, the packaging needs to call out to the consumer in a distinctive voice- to be picked up and purchased. Hellbent did their job and made my ice creams and sorbets stand out and get noticed! They did fantastic marketing and design and I couldn’t be happier.” 



The above is a flash homepage utilizing the black and white photos used on the packaging. Besides creating the visual tie-ins to what the consumer sees in the retail environment, the web draws the viewer into the emotionally charged experiences depicted.



Direct mail postcard showing the packaging next to images of the product.



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Web Collateral Advertising Branding

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