



Premium web design and POP displays for Tyson's premium line of beef and pork products.



challenge

Tyson is the world's largest producer of beef and pork products. Their ad agency, FCB, enlisted the help of UpShift to bring to market a new line of category-defining products called "Thomas E. Wilson". These prepared beef and pork products were developed to appeal to today's busy moms while capturing the quality and healthiness of home-cooked meals.

This premium line of foods demanded an elevated presence in the market to match the products' quality and pricing.

solution

To invoke memories of an old-time barber shop, the brand essence was determined to be homey, old-fashioned and upscale.

UpShift sought to create a destination web site for busy moms by featuring quick-preparation tips, meal variations, promotions, and fitness information. The site, built in 2004, had many ahead-of-the curve design features including scrolling windows, animations, and sophisticated color, layout and typography.

results

The overall approach to branding—backed by a quality product and sophisticated marketing—created a huge sales success.

As a result, the brand was expanded to include lunch meats, fresh and frozen meat cuts, and fully-prepared beef and pork meals.

The award-winning site design represented UpShift's commitment to quality design, even in the early days of the web.

industry

- consumer goods

deliverables

- web site design
- marketing collateral
- POP displays