

Uncle Ben's Catalog

Study

premium catalog



Polaroid

Final Photo

Background:

Apex Marketing Group was contracted by a sales promotional agency to update a client-branded merchandise catalog for one of their top accounts.

Objective:

Create, design, photograph and print a branded merchandise catalog for Master Food Services, a division of Uncle Ben's. The catalog design had to be interesting, but still needed to fit within strict design and legal guidelines from the client.

Result:

Apex Marketing Group worked with a group of experienced partners over a 90-day period to prototype, concept, design, photograph and print a 16-page catalog full of Uncle Ben's branded clothing, kitchen equipment and promotional items. After five days in the studio and two days of in-house digital photography, Apex worked tirelessly to make sure that the catalog had a fresh design, the selected product was tastefully presented and the final printed piece maintained high production standards.

The client used this catalog as part of an extensive food service industry promotional program that was distributed to major food service organizations across the country.

» *Did you know?*

Three Minnesota icons, the Jolly Green Giant (#3), Betty Crocker (#4) and the Pillsbury Doughboy (#6) were ranked as a Top 10 icon of the last 100 years.

The American Century
Ad Age, 2000

