

EDWARD MARC CHOCOLATIER

BRANDING
WEB
PACKAGING
BROCHURE

Edward Marc



TRANSLATING THE HERITAGE OF A CENTURY-OLD FAMILY CONFECTIONER TO THE NEW MEDIA OF THE TWENTY FIRST CENTURY. HOW SWEET IT IS.

CHALLENGE

Founded in 1914 by the grandparents of the present owners, Edward Marc Chocolatier is an institution in Pittsburgh. Edward Marc approached Unison with the challenge of revitalizing the company's identity and extending its reach beyond the local area, while also respecting its remarkable history and traditions.

SOLUTION

Unison developed a brand experience that could compete in today's modern markets. The website, designed in a rich, warm color scheme that accentuates the delicious perfection of their chocolates, appeals to a wide clientele. The online product catalog allows customers all over the world to purchase from Edward Marc. To reinforce the company's attention to detail and tradition, Unison chose a logo in a sleek, sophisticated script that represents the signature of the maker. The effect of the logo on new packaging creates a sense of class and charm.



RESULT

Edward Marc's venture into online commerce facilitates the company's development and growth on a global level. The refinement of Edward Marc's brand and website creates an impression that complements the gourmet confections themselves.

Post site launch Unison is in the process of developing and integrating e-commerce functionality for the website.

ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

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