



Case Study: Merrick's Blue Ribbon

Growing Business through Design

Reviving a 60-year legacy, backed by loyal customers.

Merrick's Animal Health was acquired by a leader in the animal nutraceutical industry, who hoped to revive and enhance the brand to maintain its legacy and succeed in a modern market. We sought to develop a contemporary brand targeted towards the incoming generation of farmers and show animal participants. Rather than starting over, we pulled from existing elements to preserve and elevate the heritage of the brand in this new business climate. Through close collaboration, the new brand and product line was launched. As sales and distribution continue to grow, the solution is proving to be a successful update for a long-standing brand in a changing world.

Services

Brand Strategy
Identity Development
Messaging & Voice
Tagline & Copy
Tradeshow & Marketing
Packaging & Dielines

Brand Assets
Categorical System
Sales Collateral
Product Photography
Web Design



Merrick's



Process

New look, same great products.

Having an established following of loyal customers, Merrick's brand refresh presented a challenge: Repackaging the same great products in a fresh, yet timeless way while keeping the consumer's experience in mind. Before we got on board, Merrick's had a categorizing system lacking consistency and

clear logic. We photographed, inventoried, and redesigned the packaging for over 100 unique products and came up with simple, flexible, and understandable guidelines based on usage and species that kept the old products, and consumers, in mind while making room for future expansion.

Before



After



Give your Animals
the Blue Ribbon
they Deserve.

Merrick's



Core Messaging

Give your animals the Blue Ribbon they deserve.

The health and performance of livestock is the focus and the passion of Merrick's Animal Health. This is why so many farmers and young members of the 4-H and FFA programs choose Merrick's products time and time again. The "blue ribbon" has been an unmistakable icon on their products since the beginning. The blue ribbon represents a legacy of quality, hard work, and achievement.



Merrick's

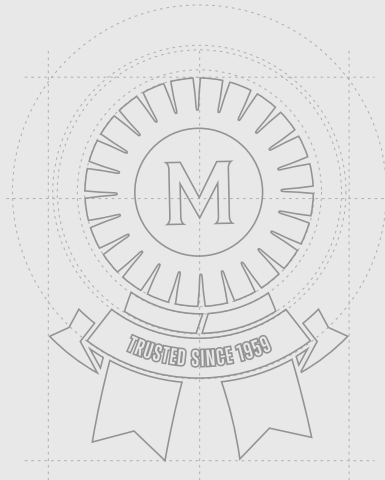
Merrick's®

ORIGINAL | **NEW CONSTRUCTION**

Merrick's®



Merrick's



Merrick's
BLUE RIBBON
☆☆☆☆☆

Originating in the heart of Wisconsin's dairyland, Merrick's has been a leader in nutritional science for production animals for almost 60 years.

The legacy and brand equity of the company was an integral factor in refreshing the brand language and logo. Keeping the scripted Merrick's wordmark and Blue Ribbon was necessary to make this transition but we reconstructed both in order to update the look, feel, and credibility of the brand.

Merrick's Blue Ribbon was originally a specific line of products by Merrick's Animal Health, LLC. Due to the fact that these products had the most equity, it was decided that the best direction as a brand was to make the brand, name for all products, Merrick's Blue Ribbon.



Merrick's®

M®


MERRICK'S
M
ANIMAL
HEALTH
L_{TC}





merrick.com


HOME ABOUT PRODUCTS CONTACT



**Merrick's
BLUE RIBBON**

A VETS PLUS Brand


**New Look,
Same Products You've Trusted
for over 60 Years!**



[See Products](#)

The health and performance of livestock is our focus and our passion. Merrick's Blue Ribbon products offer a complete line of innovative formulas developed to meet the specific nutritional needs of your animals.

Whether for production or show, look to Merrick's Blue Ribbon products to help your animals reach peak performance and truly become Blue Ribbon worthy!



Our full line of electrolytes, boluses, additives, fortifiers and supplements are formulated to support the health and survival of your animals and contribute to your peace of mind.

[About Us](#)

merrick.com



**Merrick's
BLUE RIBBON**

A VETS PLUS Brand


**New Look,
Same Products You've
Trusted for over 60 Years!**



[See Products](#)

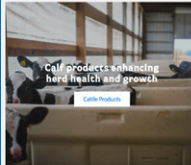
The health and performance of livestock is our focus and our passion. Merrick's Blue Ribbon products offer a complete line of innovative formulas developed to meet the specific nutritional needs of your animals.

Whether for production or show, look to Merrick's Blue Ribbon products to help your animals reach peak performance and truly become Blue Ribbon worthy!



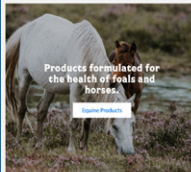
Our full line of electrolytes, boluses, additives, fortifiers and supplements are formulated to support the health and survival of your animals and contribute to your peace of mind.

[About Us](#)



Calf products enhancing herd health and growth.

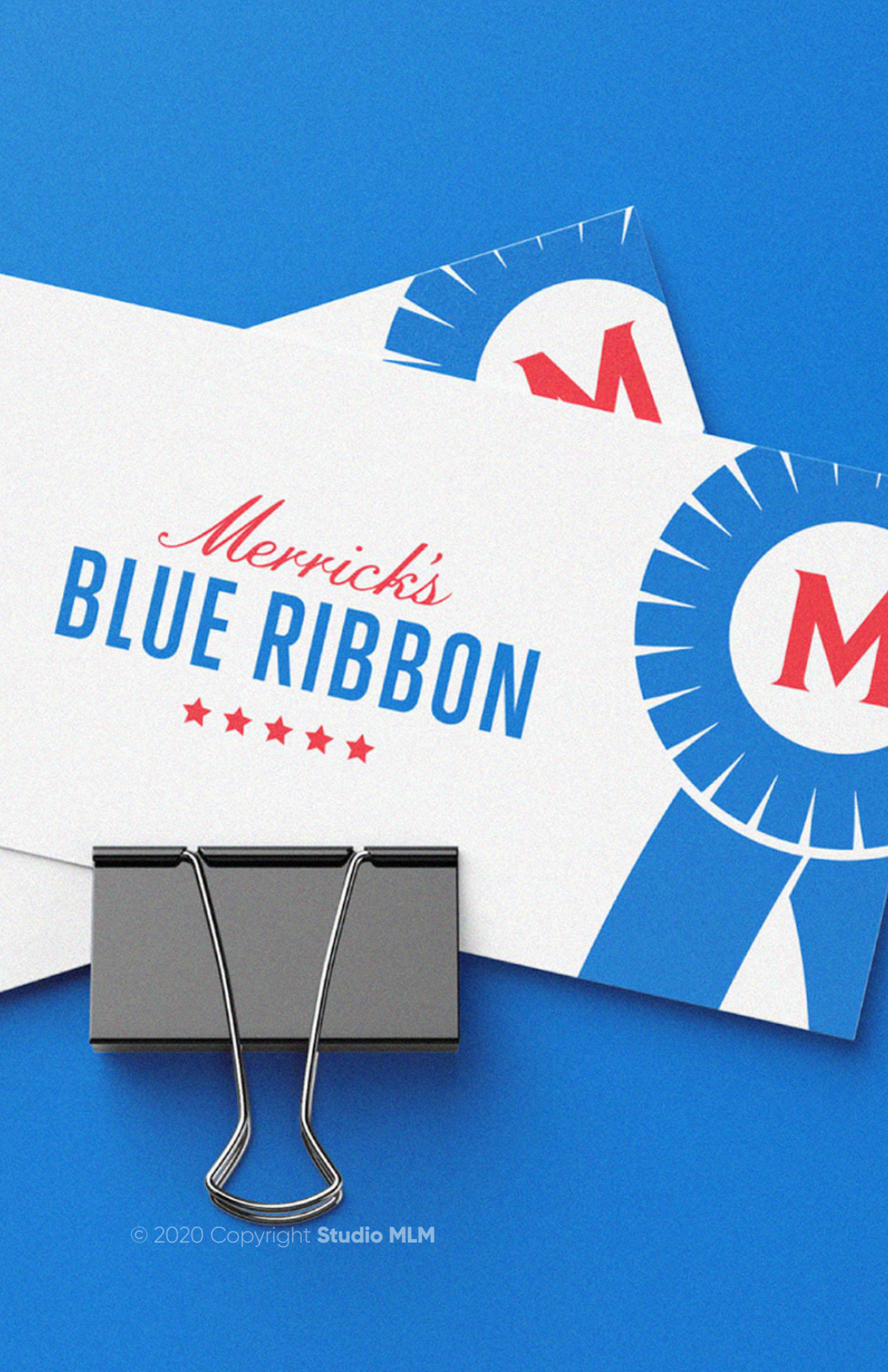
[Cattle Products](#)



Products formulated for the health of foals and horses.

[Equine Products](#)





© 2020 Copyright Studio MLM



New Look,
Same Products
You've Trusted
for over 60
Years!



Merrick's
BLUE RIBBON
★★★★

To Whom It may Concern,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam ullamcorper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugait nulla faciliis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam ullamcorper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugait nulla faciliis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam ullamcorper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugait nulla faciliis.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Vel eum inire dolor in hendrerit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum

Merrick's
BLUE RIBBON

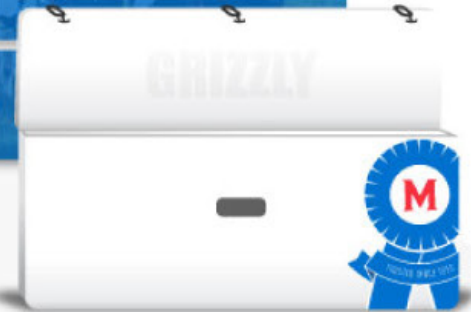




probios



Merrick's
BLUE RIBBON
★★★★





Merrick's
BLUE RIBBON
CALCIUM DRE
Ready-to-Use
Oral Nutrient Supplement
for CATTLE, SHEEP & GOATS

Merrick's
BLUE RIBBON
NIACIN/B COMPLEX
Bofus
for CATTLE

Merrick's
BLUE RIBBON
ANTI-DIARRHEAL
ORAL GELS
for CALVES & FOALS

25 LB
POWDER
Merrick's
BLUE RIBBON
SUPER GUARD PLUS
TYPE B MEDICATED
CONCENTRATE
with Microbials
Trusted Since 1959
For manufacturing a Type C complete feed to be
used in calf milk replacer or starter feed.
for CALVES

5 LB
Merrick's
BLUE RIBBON
PLAS/MAGIC
Milk Fortifier
The Cornerstone for
Building a Successful
Management Program
for CA

Merrick's
BLUE RIBBON
DFM BOLUS
DIRECT-FED
MICROBIALS
for CALVES & DAIRY COWS

4 oz
Merrick's
BLUE RIBBON
CALF
ELECTROLYTE
with Special Direct-Fed
Microbials
A Source of Live, Viable, Naturally
Occurring Microorganisms.
for CALVES

4 oz
Merrick's
BLUE RIBBON
CALF ELECTROLYTES™
GEL FORMULA
Special Direct-Fed
Microbials
A Source of Live, Viable, Naturally
Occurring Microorganisms
NET WT 4 oz (113.5 g) for CALVES

50 LB
Merrick's
BLUE RIBBON
PLAS/MAGIC
Milk Fortifier
The Cornerstone for
Building a Successful
Management Program
for CALVES

Merrick's
BLUE RIBBON
SUPER GUARD
TYPE B MEDICATED
CONCENTRATE
for CALVES



Let's Grow Together!

studio-mlm.com

micah@studio-mlm.com

612.812.1077

