



B4 makes a specialty drink designed to prevent post-drinking symptoms by fortifying the body with electrolytes, amino acids, vitamins and minerals. B4 comes in Berry, Orange and Grape flavors, and is sold online and through retail stores across the country.

B4 BRAND PACKAGING

B4 Brand Packing

Objective:

To provide a series of branded packaging, promotional and sales solutions for B4.

Challenge:

B4 needed a targeted approach to expand their current promotional offerings while adhering to existing brand standards. B4 came to SunDance with recognizable, existing branding in place, but lacked the additional supplementary promotional items to give their product necessary visibility. We needed to figure out the best mediums and materials to use to help promote their current product line.

Solutions:

SunDance worked closely with B4 to expand their existing collateral and create specialty product packaging solutions. Together, we developed a number of essential items for their sales team—including 4/4 business cards with unique pink painted edges, soft-touch coating, and raised spot 3D UV to enhance the visual and tactile appeal. To increase their presence at retail locations, we developed eye-catching product packaging made to hold 4 cans of the B4 beverage, along with B4 window clings, double-sided flyers and table tents. We also created referral cards that could be used at promotional events and conventions.

Results:

SunDance was able to help B4 fill in gaps in their marketing and sales process by providing a series of promotional items for use across various outlets. From business cards and table tents to complete product packaging, SunDance tied all the pieces together with B4's established look and feel to create professional, high-quality collateral that enhances visibility and promotes brand awareness.