



CASE STUDY

INSECT LORE



CLIENT	Insect Lore , Shafter, CA
PROJECT	Branding a novelty toy company for new-market entry as a mass-market player
CHALLENGE	A complete lack of visibility. Insect Lore sold products primarily through the educational and specialty-retail channels
SOLUTION	Litos re-positioned the company from every aspect: <ul style="list-style-type: none">• Instrumental in developing product-line extensions• Created a line of sufficient breadth to bring to mass market• Secured shelf space (actual and “virtual”) at Target, Wal-Mart, Amazon.com• Created catalogs, trade-show environments, packaging and plan-o-grams
RESULTS	Insect Lore’s signature produce, Live Butterfly Garden, was a Top Ten Toy on Amazon.com in 2007... and #1 toy on Amazon in 2008



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COMPONENTS



1. Corporate Logo 2. Trade Catalog



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Logo and Package Designs: 1. Live Butterfly Garden 2. Ant Hill 3. Buzzerks 4. Lady Bug Land



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