

Mama Jo Homestyle Pies

STRENGTHENING CUSTOMER CONNECTIONS FOR A HOMETOWN BAKERY BRAND



SINCE 1993, MAMA JO HOMESTYLE PIES HAS BEEN BAKING DELICIOUS DEEP DISH HOMEMADE PIES, STRUDELS, CAKES AND PASTRIES using the perfect combination of fresh local ingredients and spices, following family recipes passed down through generations.

While the bakery had amassed a dedicated customer following over the years, they needed help taking their family-owned and operated business to the next level. They turned to Shamrock to help.

Shamrock recharged the Mama Jo Homestyle Pies brand with fresh new graphics—from redesigned retail product packaging and updated collateral to new store window signage. By establishing a contemporary brand aesthetic and articulating their value through new messaging and collateral materials, we helped better position the bakery against competitors vying for customers in the lucrative catering and events market.

THE SOLUTION

Focusing on what Mama Jo's customers crave most, Shamrock gave the bakery brand a more desirable, gourmet profile. This new look became the foundation for the in-store retail graphics and was seamlessly repeated at every touchpoint: We swapped out old-style pie boxes with a contemporary, custom wrap. We used the refreshed graphics on store window clings, a new holiday gift guide, wedding planning brochures and in-store order forms.

WHY IT WORKS

The updated branding aptly represents Mama Jo Homestyle Pies as a high-quality, professional bakery. Now, longtime customers and event planners alike turn to the family-owned bakery to elevate special occasions and everyday gatherings with their delectable desserts.



