## Client Case Study

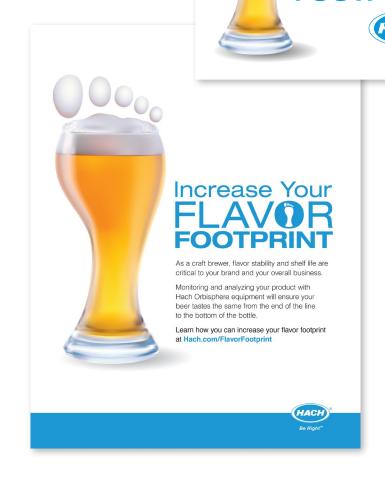
## Marketing Campaigns

## Hach

Since 1947, Hach has created state-of-the-art water filtration and analysis tools for everything from source water monitoring to quality assurance testing for soft drink companies and treatment facilities.

Capitalizing on the explosive growth of the craft brewery scene, Hach wanted to provide brewers with all the tools they needed to guarantee the water for their breweries was pure. With a marketing plan in place, Hach still needed an iconic image to accompany their campaign.

Playing off an eco-friendly footprint symbol and a Pilsner beer glass, Clay Pot crafted a whimsical illustration and logotype which helped make "Flavor Footprint" Hach's most successful marketing campaign of that year.





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Increase Your