

Client Case Study

Marketing Campaigns

Toddy

Toddy, the pioneers of cold brew coffee, had a single goal in mind coming to Clay Pot Creative: Make cold brew cool. With the influx of coffee houses popping up everywhere, Toddy wanted to not only market to their existing base of home users, but also coffee enthusiasts and baristas. Needing a fresh, exciting marketing campaign to entice this new audience, the established coffee company gave us free reign to develop something amazing.

Wanting to create something that customers would proudly wear to their local coffee shop, the Clay Pot Creative team looked for something timeless for the near 50 years of history the Toddy brand had under its belt. Inspired by art nouveau posters of yesteryear, our graphic designers created the "Toddy Temptress."

This stylized custom illustration was intended to become simply a t-shirt design, but has exploded to become a pillar for the Toddy marketing campaign. The temptress can now be seen on their print marketing pieces, banners and more, in addition to countless customers who visit Toddy on the trade show floor.



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