

Client Case Study

Graphic Design

Rodelle

Dating back to 1936 in France, Rodelle's high quality pure vanilla extract was already delighting their customers. Nearly 100 years later and half a world away, Rodelle had migrated their headquarters to Fort Collins, Colorado and continued to provide the best collection of gourmet ingredients and cooking essentials available.

With the pending launch of a new Costco in the Fort Collins market, Rodelle wanted to not only support their valued retail partner, but also educate consumers about their product line of fine extracts, flavors, and spices. Clay Pot Creative developed a print and digital ad campaign around the Costco launch, framing Rodelle not only as a local vendor supporting their community, but one that has world class products.



*"I had a **great experience** working with Clay Pot Creative on a multi-platform ad campaign," said Jenna Baker from Rodelle. "And **we totally loved the final project** – a high-quality ad with well-thought-out **creative** that delivered the 'simple elegance' that is a staple of our brand."*



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