



LAKE CHAMPLAIN CHOCOLATES // ESTABLISHING A SUPER-PREMIUM VISUAL LANGUAGE

BACKGROUND

Lake Champlain Chocolates, a manufacturer of super-premium chocolates in Vermont, was suffering from sluggish sales in 2002 and realized the need to better connect with its target consumer. There was a huge opportunity to strengthen and refresh its image to better highlight the award-winning, delectable, delicious (and fun) indulgences inside. At the same time, Lake Champlain realized the untapped potential of its Vermont roots. With a wide range of products and ongoing new product introductions, Lake Champlain needed a branding expert who could dimensionalize the master brand, along with individual products, in a fresh new way that would ‘speak to’ chocolate-loving consumers—in-store and online.

SOLUTION

Soulsight was called on to help elevate Lake Champlain’s product line and develop packaging that clearly expressed the company’s spirit and passion for premium, small batch, and all-natural chocolates. Soulsight’s broad experience in positioning multiple sub-lines under a single brand made them an ideal partner for Lake Champlain.

Soulsight realized an opportunity to capture a more premium feel while still remaining true to the brand’s rural Vermont spirit, the home of Lake Champlain. Starting with Lake Champlain’s all-occasion gift line, Chocolates of Vermont, Soulsight developed a charming illustration of Lake Champlain in Burlington, Vermont combined with rich chocolate browns and elegant

typeface, Soulsight created new packaging that evoked an indulgent elegance in a box that was perfect for gifting—or keeping.

Following the success of the Chocolates of Vermont redesign, Soulsight was asked to introduce the Small World speciality chocolates line, available in truffles, chocolates, and other premium cocoa-content varieties. The Small World products were designed for the well-educated chocolate connoisseur who wanted to learn more about cocoa and its origins. Tapping into this consumer insight, Soulsight captured the worldly, well-traveled spirit by developing a globe visual and logo. The consumer experience was further enhanced with “chocolate information” embellished in the box interior.

As the Chocolates of Vermont and Small World lines enjoyed increased success, Soulsight was also asked to refresh Lake Champlain’s seasonal line, as well as optimize their line of indulgent hot chocolates.

RESULTS

Within the first year of the redesign alone, Lake Champlain’s Small World Chocolates sales increased by 35%. The newly designed seasonal line continues to sell out early every year, setting sales records, and leaving consumers with a taste for more chocolate. Within two years of the hot chocolate redesign, sales were up 30-40%. Since 2002, Soulsight has continued to redesign the entire Lake Champlain product line and in-store environment.