

RSS Preview

Title: Big Things Brewing in Middle East

Vol. 3, Q2 2008



BlinkFocusConnectDeliver

In the blink of an eye, we focus on unique attributes to emotionally connect consumers to your brand and deliver results.

TOP STORY



In this Issue

TOP STORY
Second Cup Opens 400th Location

NEWS
Petro-Canada Refuels its Gift Card Program

VH Sauces-Up Design

WINS
Mr. Lacroix is keynote speaker at Globalshop Conference

Second Cup Opens 400th Location

Second Cup, the iconic Canadian-owned coffee company, founded in Toronto in 1975, has been preparing for an increasing presence in the global market. The growing franchise chain today announced that its 400th Café opened for business in Istanbul, Turkey on January 26, 2008 and that the company intends to more than double its international presence and overall growth this year by at least 10% with the opening of 50 new cafés.

[Click here for full story](#)

NEWS



New VH Packaging a Recipe for Success

VH is one of Canada’s leading brands of Asian sauces, and was an original pioneer of “fusion cuisine”, introducing flavours like honey-garlic to bring together the familiar and the unknown. It is perceived as “accessible exotic” – safe adventure, familiar with a twist. In 2007, VH’s parent company Conagra initiated a re-branding exercise to further leverage VH’s brand equity in a growing ethnic food segment. Shikatani Lacroix was retained to develop a new brand identity and package design that better connected with consumers, in the blink of an eye, at shelf level.

[Click here for full story](#)



Petro-Canada Refuels its Gift Card Program

Petro-Canada is Canada’s leading gasoline manufacturer and retailer, with a chain of over 1,500 locations coast-to-coast. As part of maintaining their leadership role in the Canadian market, Petro-Canada identified the need to evolve their very successful gift card program to a new level.

[Click here for full story](#)

WINS

Global Shop Conference

Mr. Lacroix has been invited as keynote speaker at the Global Shop conference in Chicago on March 10. His presentation “My Community...Moving the Store Experience to the Next Level” will provide insights on the next big opportunity in retailing.

[Click here for more information](#)