

How do you dimensionalize an entertainment brand?



JARDEN CONSUMER SOLUTIONS MARGARITAVILLE FROZEN CONCOCTION MAKER Product Strategy and Industrial Design

Jarden Consumer Solutions (Jarden), the global manufacturer of housewares was pursuing a strategy of organic growth through innovation when it identified a new opportunity in the beverage category. There had been a surge in the consumption of cocktails at home, with the Margarita now topping the list as America's most beloved cocktail. Jarden seized the opportunity and licensed the Margaritaville brand, recognizing it was uniquely suited to address this growing market.

We were asked to capture the essence of the Margaritaville brand and translate it to a new line of backyard entertainment products that would resonate with customers who had a penchant for outdoor living and entertaining. Informed by market research, trend data and a series of ethnographies we determined consumers viewed the brand as: casual, carefree, kicked-back, mobile and interactive; and that a frozen drink maker would be the best way to initially productize the brand.

Shaved ice is required for the perfect frozen drink, not the chopped ice produced by a bar blender. No one was delivering a consumer product that shaved ice; we had found the white space and developed an iconic configuration to telegraph this. We then established a visual design language that laid the foundation for an entire product family. Clear interaction areas articulated the drink making process, and created theater. Industrial quality materials said commercial grade, and delivered on the demand for restaurant quality drinks in the home. There was no product like it on the market; a new category had been created.

The Margaritaville line of frozen concoction makers have gone on to capture more than 50% market share of the blender market and opened up new distribution channels for Jarden with the product receiving placement in upscale specialty stores such as Williams-Sonoma and Sur-La-Table.



International Home
Housewares Show
Finalist

Creative direction and design by THRIVE partner Jon Dalton, while at Altitude, Inc.