



Brainfreeze™: A Medical Condition?

A Southland Corporation Case Study

Oh Thank Heaven



Brainfreeze™: A Medical Condition?

Early in 'Berta's career, Southland (parent company of 7-Eleven,® Slurpee,® World Ovens,® and Deli Central™) was one of the largest accounts she worked on through Nexus (later Integer). Headquartered in Dallas, Southland continues to be a major client in the market.

From the time she started at Nexus/Integer as a junior designer, 'Berta was heavily involved with the Southland account. Throughout her six year tenure in Dallas, she conceptualized, designed, illustrated and produced work on everything from Slurpee translights to food packaging. She worked very closely not only with members of her own team, but also with the client's inhouse marketing department.

As part of the team, she established a successful working relationship with Southland. Working closely with the client, the team successfully shaped the visual direction of Southland's POP—creating a unified theme for each promotional period. This working relationship resulted in overall guidelines and a cohesive body of POP and store signage that created a high impact in-store environment for customers. This cohesive approach kept new messages front and center. In addition, after reviewing their food photography, the team suggested more appealing styling which resulted in more compelling visuals to drive sales. Establishing a long and familiar relationship with the client lead to a successfully coordinated and managed account that could have been a very large and unwieldy.

Some highlights:

- Nurtured a long-term relationship with the client by building trust and camaraderie.
- Worked directly with the client-side marketing directors to meet their objectives.
- Worked as part of the team to create cohesive campaigns.
- Persuaded the client to update and upgrade the quality of their food photography, creating more appealing visual images.
- Carried the brand identity throughout a wide variety of projects/products.

Signage!



NEW!
Vitamin Rich
Früt Cooler!
 It's good and good for you!



\$2.25
 Plus tax where applicable

Good for You
Month!




SLURPEE
 Quality
 7-Eleven

Citra™

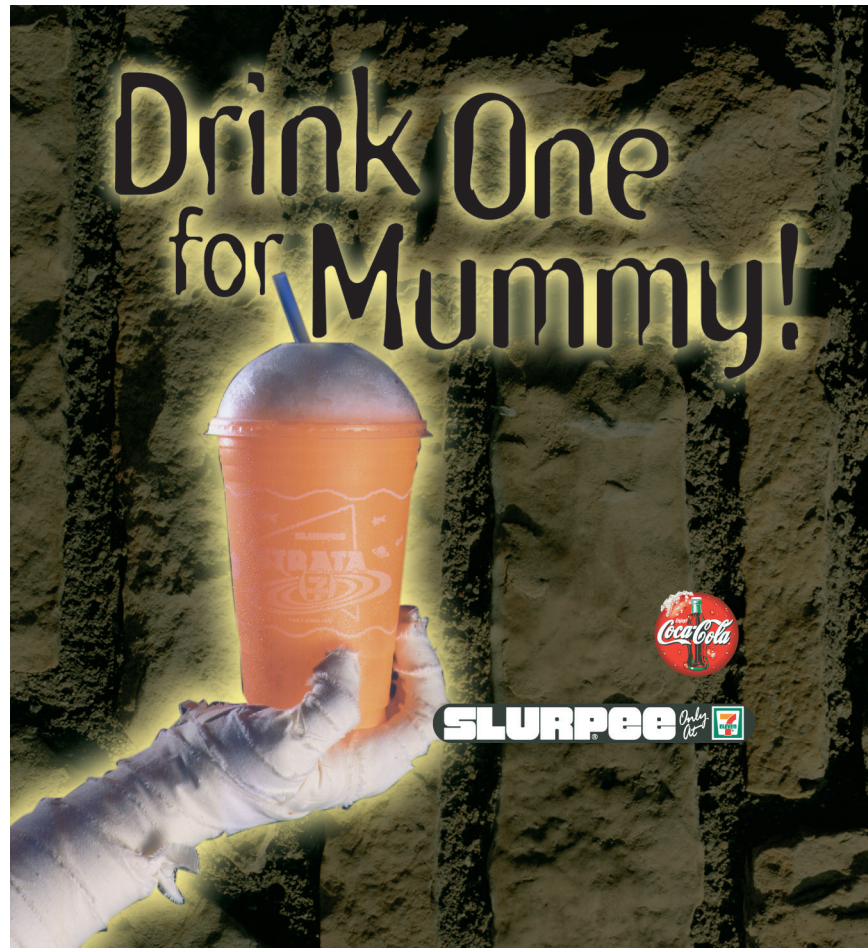
Made with Citra™ Thirst quenching Citrus Soda

 **Orange Früt Cooler Vitamin-rich Flavor Fix**

Client: Southland—7-Eleven®
 Project: January storefront banner and window banner
 Description: Signage introducing the new vitamin-rich Früt Cooler product line, which was packed with healthy ingredients for the traditional cold and flu season

Client: Southland—Slurpee®
 Project: January Slurpee translight
 Purpose: As part of the January signage kit, this sign promoted the Citra™ Slurpee flavor-of-the-month

Signage!



Client: Southland—Slurpee®
 Project: Halloween Slurpee translite
 Purpose: Machine sign promoting the October flavor-of-the-month



Client: Southland—Slurpee®
 Project: Refillable Slurpee mug translite
 Purpose: Machine sign promoting the new refillable transparent Slurpee mug, and playing on the theme that drinking a frozen Slurpee too fast gives you a Brainfreeze™

Signage!



Main Header



Condiment Header



Hot Dog Shroud Insert



Nachos Header

Client: Southland—Deli Central™

Project: Grill program signage

Purpose: This signage program, for use above the grill area in 7-Eleven® stores, included a variety of signs that worked together as a system to lend a cohesive identity to the grill foods section. Reminiscent of an old-fashioned drive-in burger joint, the signage was designed to entice the customer to try the variety of hot foods on offer.

Signage!



Client: Southland—World Ovens™
Project: Pastry case header signage
Purpose: Seasonal pastry case sign promoting fresh-baked goods



Client: Southland—World Ovens™
Project: Pastry case header signage
Purpose: Pastry case sign promoting fresh-baked goods

Signage!



Client: Southland—Slurpee®
 Project: Slurpee flavor card
 Purpose: Machine nozzle flavor card promoting the pina colada-flavored Slurpee



Quick Lunch!

Just Add Hot Water!

Fast & Ready to Go!

Client: Southland—7-Eleven®
 Project: Ready-to-Eat soup signage
 Purpose: Header signage and rail strips promoting instant soups

POP!



Client: Southland—7-Eleven®
Project: Win Instantly/NHL season promotional sweepstakes
Purpose: Mug display with sweepstakes header card promoting NHL season mugs, each of which contained a chance to win a Dodge Dakota and other prizes



Client: Southland—7-Eleven®
Project: Win Instantly/NHL season promotional sweepstakes
Purpose: Gas pump sign promoting NHL season mugs, each of which contained a chance to win a Dodge Dakota and other prizes

Packaging!



Client: Southland—7-Eleven®
Project: Cafe Cooler cup design
Purpose: Cup design featuring 7-Eleven branded Cafe Cooler iced coffee drinks



Client: Southland—7-Eleven®
Project: Cafe Cooler bottle designs
Purpose: Bottle designs featuring 7-Eleven branded Cafe Cooler iced coffee drinks

Packaging!



Web!



Client: Southland-7-Eleven®
Project: Concept sketch for Oh Thank Heaven Spare Pair packaging and counter top display unit
Purpose: Tube design for a run-in-your-pantyhose emergency spare pair product. Available in several colors, this product was conveniently packaged for convenient carrying in a bag or purse. This counter top display at checkout allowed an easy and convenient impulse buy by the customer.



Client: Southland-7-Eleven®
Project: El Taco web home page design
Purpose: Monthly home page design featuring the El Taco—an all beef taco wrap product

