

Tabasco

See how we helped Tabasco's advertising agency create a fascinating ad campaign ...



After years of working with Tabasco on institutional advertising and promotions, New Orleans-based Fitzgerald Advertising viewed its client's upcoming anniversary as a perfect opportunity to expand its services into consumer advertising. Fitzgerald turned to The History Factory to provide its creative staff with a broader historical understanding of Tabasco's evolution, and to identify unique venues to showcase Tabasco history for select audiences.

The resulting campaign, "The Art of Seasoning," was based on our observation that despite 125 years of changing styles in culture and art, Tabasco had remained constant in both content and packaging. A series of ads, posters, cookbooks and catalogs were designed to underscore Tabasco's instantly recognizable red and green triangle—an enduring icon in a changing world.

Fitzgerald used the timeless Tabasco bottle to create six anniversary prints. Each print showed the bottle in the style of one of the six major art movements of the past 125 years: Impressionism, Fauvism, Cubism, Surrealism, Actionism and Neo-Objectivism. The 24" x 30" prints were advertised on the Tabasco box and made available to the public.

The History Factory is a heritage management firm that helps organizations discover, preserve and leverage their history to meet today's business challenges.



THE HISTORY FACTORY

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