

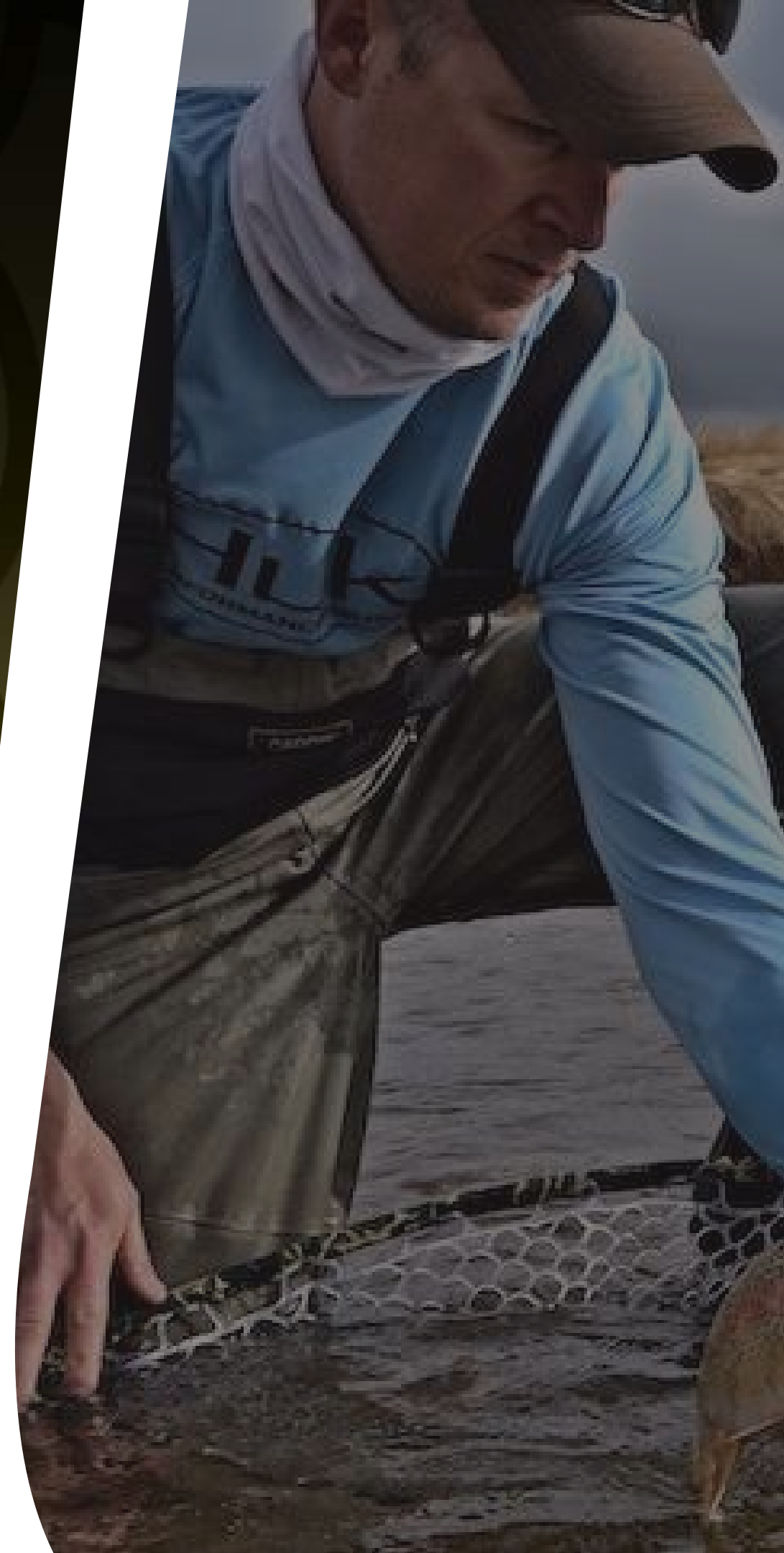
HUK

PERFORMANCE FISHING

DRESS-UP KIT FOR CABELA'S

HUK commissioned The Carlson Group to design custom branded dress-up kits to be used in Cabela's USA stores. Our creative/engineering team worked with HUK to review their branding guidelines and establish new elements that would meet HUK and Cabela's standards.

The plan was to have these new kits easily added to existing Cabelas fixtures previously designed, engineered, and produced by TCG. Prototypes were produced and sent to the brand and retailer for final approval. The program execution included off-shore production and logistics/fulfillment management by TCG.





Huk

PERFORMANCE FISHING

SHOP-IN-SHOP

1 INTERPRETATION
2 DESIGN DEVELOPMENT
3 EXECUTION

