KNOM, Creative Brand Consultancy has been in charge of a very special project. This is the rebranding of La Chipotlera, a brand of sauces that, although it began its journey in 2011, it wasn’t until this year that it shook things up and revolutionised the world of spicy sauces once and for all. This is a project that has also given KNOM the opportunity to work hand in hand with the renowned illustrator Sergio Mora.

About the project

As soon as KNOM received the brief, it was clear that a product as unique as this needed a powerful brand that changed the way we understand spicy food and that would bring La Chipotlera to the tables of every home.

In order to achieve this, KNOM refocused the brand both strategically and visually around the creative concept ‘The detonator of a revolution’. They developed a positioning that revives the rituals and experiences that take place around spicy food, unleashing a badass, radical brand that permeates the final product through illustration, typography, packaging and the product photography itself.

As a revolutionary brand, La Chipotlera needed its own 'Guerrilla del picante'. For this challenge, KNOM collaborated with artist Sergio Mora, who created an illustrated universe of characters that helped giving form and structure to the whole product family. Each sauce is embodied in a different character with its own appearance, name and personality, as well as its individual story conveying each of the sauces’ value and organoleptic qualities. This was a bold and ambitious creative process that retains the underground essence of the brand while bringing a fresh and fun group of characters to life.

KNOM also developed a solid visual system to complement this family. A geometric look and feel that provides structure and strength, but with the flexibility that revolutions need; a multicoloured logo that acts as a flag; and an open and vibrant colour palette that complements a cheerful and cheeky attitude.

The end result is an identity full of personality and colour, and a narrative that manages to transmit with each product the good mood and positive energy that erupts around La Chipotlera. A unique brand that challenges stereotypes and democratises spicy food, bringing it closer to traditional dishes.

But, in addition, our rebranding achieved...

Increase sales by 180%

Introduce the brand in new 5 countries

About the illustrator

Sergio Mora is the artist who has illustrated the universe of characters of La Chipotlera. He is an illustrator who, as well as being a perfect fit for the project, has a great track record. Some of his most recognised works are the cover of the album "El poeta Halley" by Spanish band Love of Lesbian (for which he won a Grammy Award), one of the last covers of Forbes magazine, several collaborations with musical groups such as Fangoria and Kiko Veneno, or the illustrated murals for chef José Andrés’ restaurants in Miami and New York.

Credits

Creative direction and graphic design: KNOM

Strategy and narrative: KNOM

Illustrations: Sergio Mora

Product photography: Lucía Ybarra