

Toschi Amarena - Website

Toschiamarena.com

By: QNY Creative

Client: Toschi

Toschi approached QNY Creative in search of a web solution for the rollout of their Amarena Cherries product line. The website would echo the brand's existing combination of tradition and sophistication, alongside the simplicity of the Italian tradition. The result is a streamlined website that seamlessly brings the Amarena product line into the modern era of the American market.

The Amarena website features a vibrant, yet minimalistic visual approach, showcasing the product line along with Toschi's storied history throughout the years since the company's inception in 1945. The site opens up with an animated product-focused hero section with Amarena cherries floating around the Amarena Heritage Jar. Showcasing the packaging and cherries simultaneously above the fold serves as an attention grabbing introduction to the product that is new to many American customers. A curated collection of various recipes draws the customer in by demonstrating creative use cases for Amarena cherries.

The new Toschi Amarena website effectively unveils the unique properties of the product to the American consumer market, while modernizing the brand's visual direction and upholding the historic legacy of this classic Italian product.

Credits:

Agency: Qny Creative / Qreative

Creative Director: Ezio Burani

Digital Design Director: Dan King

Art Director: Ana Camero

Graphic Designers: Marija Schmitt, Ilya Volgin

Web Developer: Edison Jimenez

Project Management: Faith Igbinovia, Marijke Thielen