

"Truth is beautiful, without doubt; but so are lies."
Ralph Waldo Emerson

Brandstories...

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We tell your brand story through design

Balanced Snacking

The story of low calorie foods is changing. In the past, snacking was seen as an indulgence which gave women concerned about their weight (still the majority, evidently) a conflict. The only solution was to settle for 'reduced' versions of the real thing – less sugar, fat, calories and... taste.

Whilst the desire to 'watch your figure' is not going away, a new (true) story is taking hold: eating, health and weight management are integrated and all about food and lifestyle choices. Spotting a whole new group of consumers adopting this more positive story, LU decided to create a new brand which mirrored their worldview.

Chosen from 6 alternative scripts, our brand story articulates this: "Good nutrition is the basis for feeling good in body and soul; Belvita offers women great tasting snacks made from actively good ingredients, to balance pleasure with taking care."

Recently launched in Belgium, the brand is breaking targets and achieving very high levels of penetration and repeat. Market research specialists GfK described it as the best launch of a new product range they have seen in the last 5 years, so here's a story with a very happy beginning.



Designer Pasta

This elegant use of embossing and diecutting from UK studio Mayday shows how beautiful packaging can be, and a glance at our favourite beauty parade website www.thedieline.com will unearth dozens more equally lovely. At first glance this could mean that they all have the same story and in fact this isn't far from the truth.

One of our clients calls this story 'demonstrating good style and taste', and in essence it's a simple status play. We prefer it when the brand story is integrated, which is what makes Dorset Cereals such a category-changing design.

Disney storytelling comes to HP

what is
design?
(big
question,
concise
answer)

No, not the sauce, but the world's largest technology company, Hewlett Packard.

In a Marketing Week cover story entitled 'Telling Stories', new CMO Michael Mendenhall explains how he is using his long experience at Walt Disney to re-direct HP brand communication: "Storytelling and the ideas of co-creation are at the core of what we do now as a brand. The paradigm is no longer based on interruption... but a more nuanced approach of engagement."

Checking out the website and some of its product and service tributaries, there are signs of engagement, but it's no Mickey Mouse (yet). It's also a long way from another technology brand with creativity at its core... www.marketingweek.co.uk

