



How can we create one common look and feel across different brands, languages and packs?

Identity Redesign For The Largest Juice Company In The World

Objective

Create one unifying look and feel that can scale around the world, across different brands, packs, juice drinks, and languages. Improve sales.

Approach

Break the identity down to its key elements to redefine a scalable system. Gain key shopper insights to differentiate brands from competition. Keep many different stakeholders on same page around the world.

Results

First time new designs out performed old packaging. Fastest adoption of a new identity across 160+ markets. System allowed enough flexibility for local adoption and scale across POS and other touchpoints. Repeating fruit pattern and “smile” design differentiated brands and helped with color blocking in store. Creating a global fruit image library saved markets time, money and ensured quality worldwide.

Learnings

People shop for 100% juice like they shop for fresh produce. Showing the whole fruit and fine tuning the color is critical.

