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Boxer & Co makes iced coffee (and choc) sizzle

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When Boxer & Co. began working on Brownes' fresh milk packaging it noticed a problem all the other brands had overlooked. You can't all use the same visual motifs. So the design company rather cleverly went against the grain (in this case, grass - and a cow, on an otherwise all white bottle). And Brownes' new look at me palette of coloured milk bottles resulted.

Then Boxer & Co was given Brownes Chill, the flavoured milk brand, to refresh.

This time, Brownes and Boxer & Co noted that flavoured milk buyers were lured by taste and flavour strength. These scored most highly in both brand choice and repeat purchase in the category.

So while Brownes reformulated its entire range to deliver best tasting flavours, Boxer & Co set to work to translate better taste into designs that also grabbed attention from shelves becoming more and more crowded with new drink options.

Gwen Blake, Boxer & Co. managing director explained, "This was a great opportunity to work on a brand that is bold and proud, and create some really strong shelf shout. Brownes Chill is an iconic brand in WA and we are really proud to be part of its evolution."

Boxer & Co. created the new Brownes Chill letterforms to look as though they have been punched out of iron, underlining strength and creating a confident brand mark.

The logo reads vertically. That quirkiness gives the brand a bold attitude and differentiates it from other brand names on shelf. A concrete-like texture is visible through the logo and floods the background of the pack, giving an authentic, hard-hitting feel.

The Brownes Chill logo morphs into an explosion of milk and flavour, meaning the reformulated flavour imagery and descriptor fill the ever-important top third of the pack, and make an emphatic strong flavour promise.

The pack is dual facing for ease of shelf stacking and brand recognition. A mixture of sans serif and slab serif fonts own the third side of the pack. With a gentlemanly, letterpress influence, this side of pack copy describes the brand, the variant and the realness of the flavours in a manner that has attitude and difference.



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