



Boxer & Co. does a Mediterranean refresh

18 May 2016

Comments



Creative agency Boxer & Co. has re-worked the Always Fresh brand and its 100+ strong range of packs.

Boxer & Co. managing director Gwen Blake said the food company's former design had been replicated by several other brands, and the shelf was "dark, dingy and confusing".

"There was limited emotional connection or relevance, and a real need to brighten and lighten the aisle," Blake said.

"Always Fresh products are all made in The Mediterranean, and at a time when provenance and brand story is translating to a new premium, it felt right to bring to life the abundance and authenticity of the region on the new packaging design."



Blake said there was a genuine connectivity story to tell about The Mediterranean.

"The Always Fresh brand was keen to embody the concept of connecting with friends and family and bringing together the right mix of people for a special time," she said.

"The strategic positioning of 'The Good Life' stemmed from the joy of sharing delicious food with the people you love."



The final design centres around a carefully crafted circular logo, the top half of which houses wood-carving style illustrations of a Mediterranean landscape, depicting the story of provenance.

The bottom half features an olive picker which drives home the hand-crafted nature of the product and the lid seal device gives artisan cues.

'EST 1977' portrays the brand's heritage, and the brand mark is bold and white.

The logo brings over a small amount of equity from the previous logo in its black, white and gold colouring.



Around the logo, four images form a quadrant, which takes its inspiration from colourful tiles found frequently in the Mediterranean.

The four pictures follow the same pattern on every pack: a coloured tile pattern, a Mediterranean landscape, and a macro piece of detail from the region such as a door, window or serving suggestion.

The bottom right quarter is an image of the product, shot in a relaxed and fresh style and overlapping the logo to bring modernity and dimension to the design.



"When ranged together on shelf, the packs combine to give a bountiful vibrancy of colour, food and tiles, reminiscent of the Mediterranean," said Boxer & Co.'s creative director Mark Haygarth.



RETAIL / PHARMA



- ▶ Latest high-speed flexible vertical & horizontal cartoning
- ▶ In-line high speed shrink wrapping

FIND OUT MORE ▶

Newsletter Signup

Sign-up to receive the weekly email newsletter highlighting our best content.

Sign-up

