

Woolworths Australia Gold Range

Derrick Lin Packaging of the World Chief Curator | 12/01/2016 01:38:00 PM | Australia, Food, Oceania, Redesigned



Creative Agency: Boxer & Co.
Senior Designer: Danka Gralik
Creative Director: Mark Haygarth
Project Type: Produced, Commercial Work
Client: Woolworths Australia
Location: Sydney, Australia
Packaging Contents: Various Food
Packaging Materials: Various

Boxer & Co. were commissioned to redesign the Woolworths Gold brand, giving the supermarket's premium line a fresh look to appeal to customers in the lead-up to Christmas.

Within the portfolio of Woolworths brands, Gold has been repositioned as a seasonal offering for customers. The new design is a modern, multicategory brand, sparking joy and excitement around the key idea of celebration.



Olivia Hadlow, Brand Manager - Own Brand - Gold, Seasonal & General Merchandise, Woolworths Food Group said; "These days, the ultimate luxury is time; the time to connect with each other, have fun and indulge ourselves. A key part of that enjoyment and connection is food - it's quite literally at the centre of the celebration. Woolworths Gold helps our customers enjoy those rare special occasions with loved ones."

The redesign created by Boxer & Co. are inspired by the key idea of 'magical moments'. Firework and confetti inspired shapes and a vibrant and modern colour palette are offset with premium gold foiling and a matte varnish finish.

Mark Haygarth, Creative Director, Boxer & Co. said: "We were thrilled to be trusted with the redesign of this prestigious brand. The final output is modern, lively, emotive interpretation of premium and is fitting of a supermarket as forward-thinking as Woolworths."



Olivia Hadlow, Brand Manager - Own Brand - Gold, Seasonal & General Merchandise, Woolworths Food Group added; "We're already seeing the great results of the redesign by Boxer & Co. with customers already embracing the new look range in our stores. The new Gold is a clear demonstration that we have taken a bold leap forward in the premium space within a food retailer in Australia and we look forward to building on Christmas to deliver more great seasonal offerings for our customers in the years ahead."



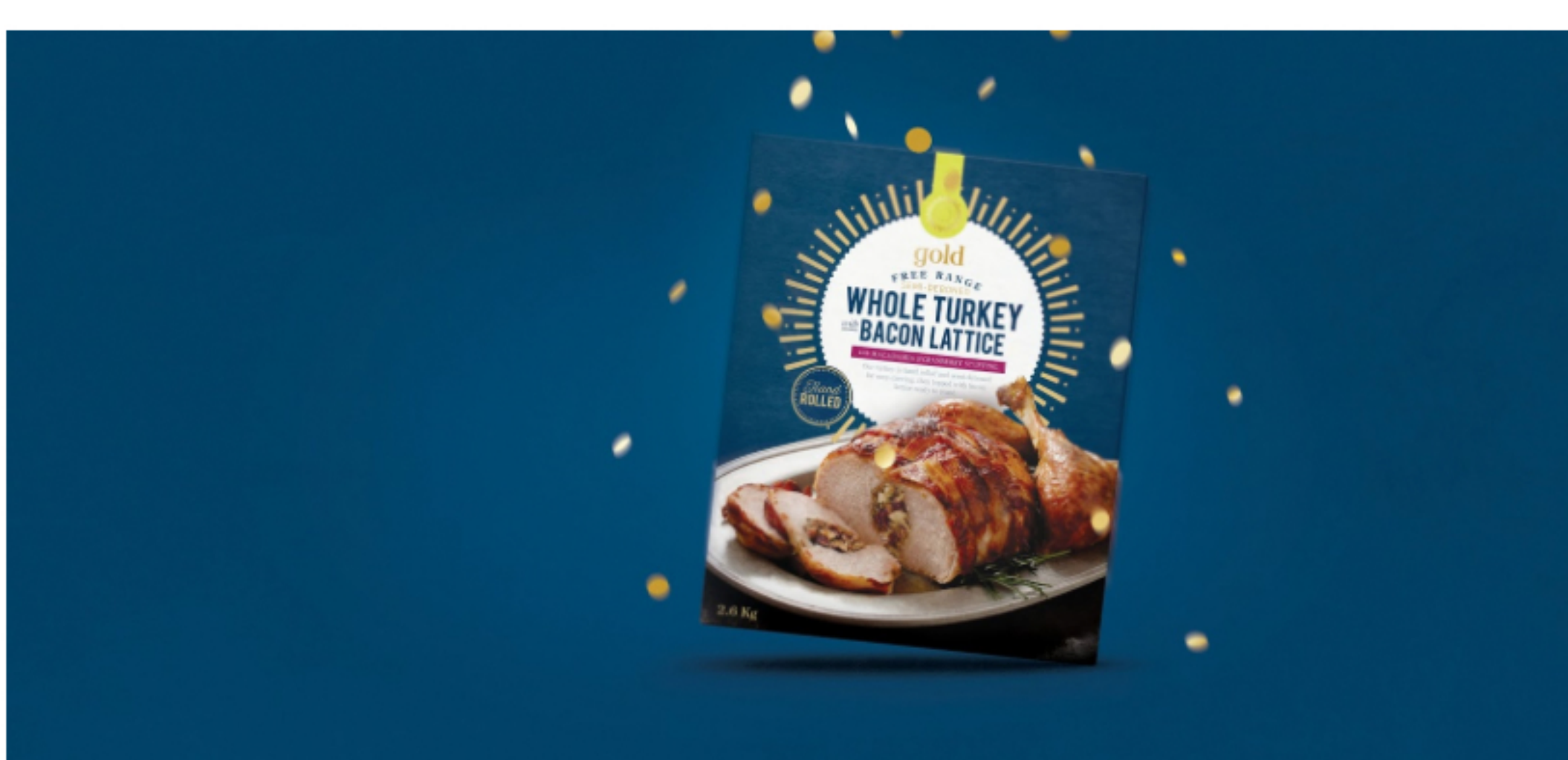
What's Unique?
 The distinguished lime seal houses the new Gold icon, and is a staple feature spanning all categories. While the products of the new brand are tied together with an overall visual look and feel, it also embraces category cues with a flexible system, rather than employing a rigid format across the board.

The hero elements – a celebratory burst and confetti dots - are the interchangeable building blocks for a flexible architecture.



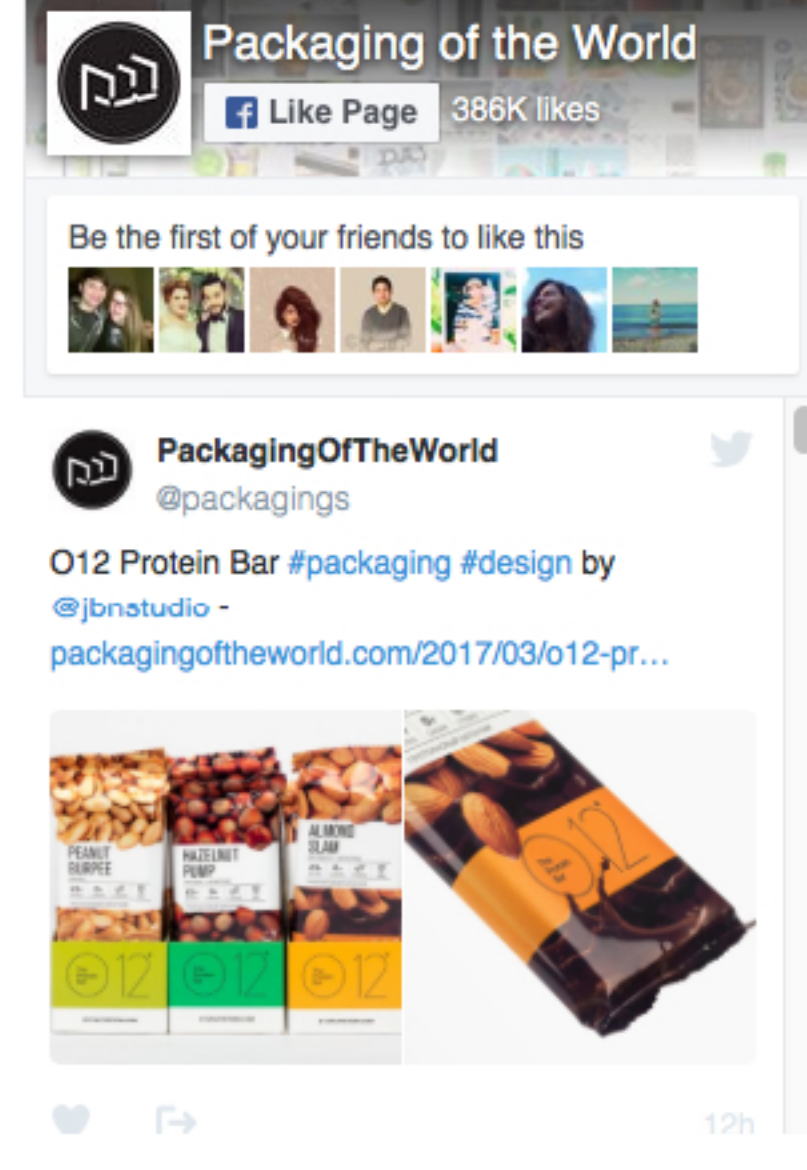
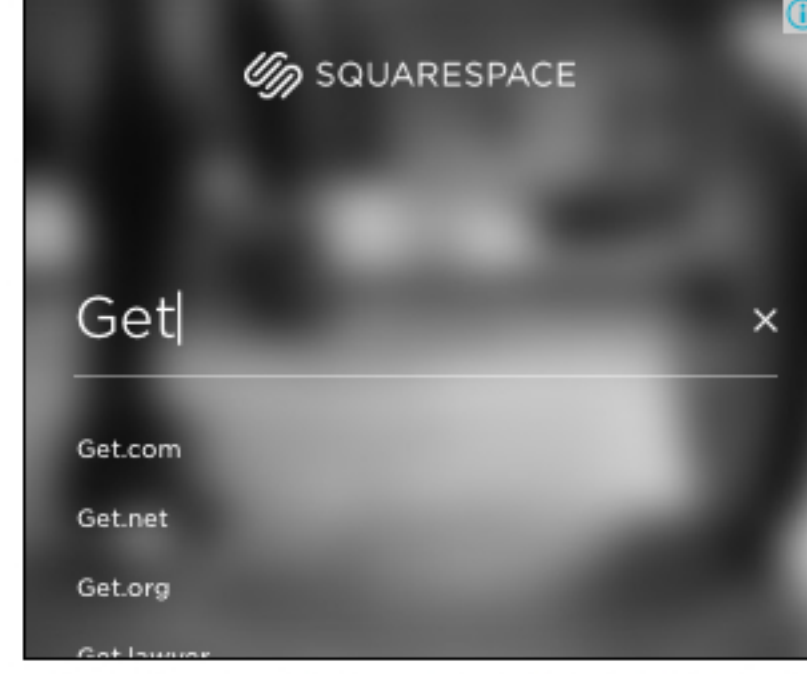
In the Bakery range, large, delicious food photography with an organic confetti pattern are a fun and magical nod toward the world of celebration. The typography is influenced by boutique bakeries and flat, clean and strong Parisian colours combine with the gold foil pattern to give a truly indulgent feeling.

Confectionery is the most giftable range. The 'burst' of celebration is at the heart of every pack and colours are vibrant, modern and gift-wrap like.



In Meat, blocky sans-serif typefaces and masculine colours are reminiscent of a traditional butchery.

A comprehensive set of guidelines, featuring every relevant category were created by Boxer & Co., directing roll-out.



TRENDING PACKAGING PROJECTS

Guzior - Evitwin / Digipack
 Art Director & Design: Michal Ruchel
 Project Type: Produced, Commercial
 Work Client: Guzior & QueQuality Label
 Location: Wroclaw...

Unexpected Products
 Agency: Thoughtform Designer: Iliia Kalimulin Project Type: Concept
 Location: Russia We Created A Series Of Images Representing Entrel...

Wauw!
 Creative Agency: Snack Factory
 Photography: Per Björklund And Philipp Tolgén Photography Of Ice Cream
 Scoops: Wolfgang Kleinschmidt Food ...

Really Simple Water
 Designer: Packvisuals Project Type: Commercial Work For Mock-Up
 Packaging Content: Distilled Water
 Location: Global The Main Inspirat...

Natural Parks Of Kakheti
 Agency: Ohmybrand Project Type: Produced, Commercial Work Client: Simple Packaging Content: Wine
 Location: Russia Natural Parks Of ...

Olw Popperi
 Creative Agency: Identity Works Project Type: Produced, Commercial Work Client: OLW Location: Sweden
 Packaging Contents: Snacks Packa...

Slow Drop Syrup... (Concept)
 Designer: Stas Neretin Project Type: Concept Location: Russia, Moscow
 Packaging Contents: Syrup Packaging Substrate / Materials: Glass...

Kesemo
 Designer: Kenma Photographer Masahide Takahashi Project Type: Produced, Commercial Work Client: Kesemo Location: Kesennuma, Miyagi, Ja...