

MULTI-COLOR ADELAIDE: BEERENBERG BRAND REFRESH

PLANT OVERVIEW

Multi-Color Adelaide is a label manufacturer servicing the fast moving consumer goods market in Australia. Offering state-of-the-art label and print solutions utilising UV flexographic and digital printing technology we pride ourselves on providing exceptional customer service coupled with high quality labelling solutions.

THE SITUATION

After many years on Australian shelves, Beerenberg, a condiments and jams manufacturer underwent a brand refresh to modernise and attract new customers.

THE CHALLENGE

Consumers saw the current branding as German, however the product is 100% Australian. A new branding effort was required to bring relevance back to the product and have consumers connect with its Australian roots.

THE RESULTS

Working closely with the client and marketing agency the new design came to life, incorporating an uncoated material with a raised varnish to provide the feel and texture of a homemade product. Each product was personalised with a person's name and story to enhance consumer 'buy in'. The re-branding resulted in successful market penetration in Australia promoting Beerenberg to the number 1 condiment manufacturer in the country along with a 30% increase in sales.



OLD



NEW

MULTI-COLOR ADELAIDE

3-5 Birmingham Street, Mile End South, SA 5031

PO Box 55, Marleston SA 5033

PHONE (+61) 8 8405 0600