

# 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

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