

DeMo are specialist packaging designers for FMCG.

Our wealth of experience includes foods and beverages, confectionery, household products and health & beauty.

Our personable, creative team focus on bridging the gap between strategy and brand execution to make a positive connection with the consumer.

If you would like to know more about DeMo and what makes us tick, check out our website. www.demodesign.com.au or call us on +61 2 9360 3500

All About Packaging

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Above: Magnum Impulse wrappers range



A global look for a local market

Working on a global brand across multiple markets naturally comes with its own set of challenges. So when Streets Ice Cream asked DeMo to apply the new Magnum ice cream global design across the entire range, we soon discovered the intricacies of localising the core values of a global brand.

Having already worked on the packaging for Magnum, we did have a head start on understanding the brand. Localising a global design may sound reasonably straight forward, however it was not without its challenges.

The core task centred around balancing the elements of the approved model with the unique wants and tastes of the Australian market. In no way was this a case of rubber-stamping a new design onto the current packaging.

The relaunch involved significant changes to the brand mix, all designed to reinforce Magnum ice cream's premium image. A bold 'M' hallmark in a chocolate-inspired background is stamped into the corner of the design as a seal of quality and there are strict guidelines for its use. This is supported by very rich colours and tones throughout the backgrounds.



Above : Magnum minis carton range



BEFORE



The new gold Magnum logo is more subtle in design with a more refined font. The previous white Magnum logo did have a strong shelf presence, but it had lost some of its premium distinction in an increasingly competitive environment.

Another challenge was that over half the Australian products are not part of the European range. These had to be re-developed from scratch with new illustrations created that were true to the approved design. This included the development of a range of five complete Minis multipacks and gold generic wrappers for inside the grocery packaging.

While the European multipack designs are tailor-made to suit a square format with one front face for merchandising, the Australian multipacks have two front faces so that they can be displayed horizontally or vertically.

The DeMo team set about trying to get the best of both worlds. We had to enhance the premium quality feel of the Magnum packaging without sacrificing the very identifiable and strong shelf presence that it already had. To achieve this we explored many variations across the entire range

and pushed the boundaries of the brand guidelines to their limits before settling on the final designs.

One example was with the Magnum Almond products. In Europe, the Magnum Almond has brown packaging with only subtle differences from the Magnum Classic. In Australia, consumers associate orange with the Almond variant, so a compromise was reached that worked in this new colour to avoid confusion in the local market.

Working closely with the team at Amcor Flexibles, a complex printing strategy was determined to achieve the richness and tonal depth of the chocolate background on the foil wrappers using special inks within the available printing stations.

Our ultimate goal was to create packaging that adds to the luxurious experience of devouring a Magnum, with its creamy ice cream and thick cracking chocolate. The result was a premium makeover for Magnum capturing the global brand with a distinctive Australian flavour all of its own.

Above : 6 of the 8 variants in the range of 267 Infusions



267 Infusions

Combine a bar, a beach, fresh fruit, spirits and a bunch of friends - that is the inspiration behind 267 Infusions, a unique American product.

The big difference with 267 Infusions from Boz Spirits is that they are all infused and bottled complete with real fruit pieces, including mango, pineapple, lemon, olives, cranberries and more.

Marrying premium spirits with ripened fruit and spices, there are eight tempting flavours, ranging from vodka infused with olives to Barbados rum with mango. If you really want to spice up your night, you can't go past 267 Tequila which has chilli peppers for added kick!

So what's with the name? Well, the range was named after the home address number of the owner. We thought that was as good a way of any one coming up with a distinctive product name.

Apart from the name and contents of the bottle, its distinctive curvaceous shape caught our eye. It is large enough to showcase the infused fruit ingredients in a clever oval shape which was designed and hand-moulded out of clay by the company founder, Stacie Parker Shonfeld.

The proprietary bottles were inspired by small gourds used in Latin American to carry fruit juices to keep them fresh and cool. The bottles are also topped with distinctive matt black closures and sealed with a neat strip.

All in all, it's a simple yet powerful product idea and the packaging design works extremely well. With the unique flavours literally floating within the bottle, the label hardly needs to feature the flavour variant.

We can't wait to get our hands on them and crack the mystery of how they get such big fruit pieces in the bottle. That's if they decide to export to Australia! No official word as yet.