

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

Above: Clipping from mainpage of website

Below: Right Gin product showing great packaging design.

All About Packaging

Welcome to **All About Packaging** which we distribute to our associates, friends, clients and partners who share our passion in packaging. If you think that anyone you know might get some value out of reading **AAP**, please feel free to pass it on, and equally if you prefer not to receive our updates please let us know.



Packaging and branding: there is a right way

As a new generation discovers the joy of vodka martinis, the original 'shaken, not stirred' ingredient of the drink is making a comeback. It would appear that Gin is hot once again.

Right Gin from Sweden has been flowing in the world's trendiest clubs and bars with much excitement. If you believe the tabloids, Paris Hilton, Gwen Stefani and Tommy Lee were recently seen sharing Right Gin cocktails at Gwen Stefani's concert after-party in Las Vegas.

With dazzling packaging, sharp branding and more than its fair share of buzz, this is a great example of getting all elements of the brand right. We were attracted to this story because of the brilliant packaging, however it's really the total package from the website to the logo that creates such a powerful result. It somehow manages to balance a cheeky modern irreverence with a refined traditional sophistication.



The packaging, logo and website are all black and white, creating an impression of class and authority. The story behind the logo and the founders' search for a modern gin classic is detailed at length on the website and it is surprisingly interesting. On the logo the crown symbolises their high hopes to conquer the world with Right Gin. The double-headed eagles represent the union of masculine and feminine values and the motto 'Est Unus Modus Verus' is Latin for 'there is a right way' – which is the catch cry of the business.

If you're interested in web design or alcohol or both, the packaging and website is well worth a look. Along with terrific design, the website is full of interesting facts and stories about the process of bringing the idea of Right Gin to market.

In terms of packaging design and a truly integrated approach to branding, we give this product a big tick and can't wait to get our hands on a bottle when Australia is deemed cool enough for it!

For now you can get a visual taste of it at

www.rightgin.com



Above :Demo's make over ideas!



A fresh look for organic tea

The role of packaging design is to sell more products by instantly capturing attention and demonstrating why the product is superior.

On this occasion, we're putting Nature's Cuppa's organic loose leaf tea in the spotlight. Rather than select a weak product, we chose this because it had so many strengths that could work even harder. It is a recognised brand, has strong shelf presence and a unique organic position that can be used to differentiate it from other teas.

Nature's Cuppa's high grown, hand-picked leaves are harvested exclusively from organically certified estates in Sri Lanka. This is the feature we felt could be emphasised more to help drive sales in a highly competitive category.

The challenges:

- The brand name is very distinctive, but the design does not reflect this unique name
- The banner style logo - whilst very bold, is very old fashioned and could be made more contemporary

- The bold stencil type with very tight spacing, is not clearly legible and does not communicate natural cues

- Overall, the packaging whilst simple in style, does not have a particularly natural or organic feel

Our solution:

- Retain the overall size and position of the brand logo and bright colours to build on the existing brand equity
- Rework the main brand logo to a more contemporary style and introduce an appetising 'cup of tea image' to reinforce the idea within the name

- Introduce fresh and simple leafy elements to support the organic natural positioning

Our approach is explored in five different design options. The aim was to create a more natural, appealing and contemporary solution. While we did transform the overall look, we maintained the original colours and some design elements to maintain brand recognition.