

Good. Case Study.



Project Title
Equal Exchange



dba
Gold Winner
Design Effectiveness '09

Disciplines
Branding
Packaging
Sales Literature
Communications
POS



28%
Uplift in like for like sales

50%
Projected turnover increase

300%
Increase in Export Business

60%
Reduction in Market Spend

15%
Increase in fair trade farmers' revenues

Responsible design. Always.

“Without Good’s re-brand of our packaging and communication materials, we’d be a business in decline, not growth.”

Andy Good
Managing Director, Equal Exchange



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Find out how we can help your business

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The Brief

The entire re-brand of Equal Exchange's packaging and communications including 67 SKU's.

The Challenge

In 2007 Equal Exchange recognised that with the Wholefood sector in decline and the competition becoming increasingly sophisticated, they had to do something serious in order to simply survive. With a plethora of complex messages, information and homespun imagery, their existing packaging lacked credibility and shelf impact. This was reflected in stagnant sales and listings in the UK and a complete lack of any export business. Fuelled by customer and retailer comments, the team recognised that with a limited budget, their packaging was in most need of help and stood the best chance of having an immediate impact both in the UK and abroad.

The Solution

Equal Exchange's packaging had to carry a vast amount of pertinent information about the origins of each individual product and the local farmers who produce it. This was coupled with a further complication that the packs, depending on the specific product and country of origin, were printed and packed all over the world using a variety of substrates and materials. First and foremost we wanted clarity of communication and used the limited budget to good effect by keeping it simple: Solid, bold typography and colour. This allowed us to control consistency with little or no expense to the client and to tell a story whilst appealing to the broadest possible audience. A new logo was created to work hard within a copy platform that spelt out the key advantages of Equal Exchange's range. You get a great product, you get to help the farmer who produced it and, as an added bonus, you get to feel good about yourself.

New Packaging

Telling the brand story in words, as well as pictures, was key to our approach. The packs needed to carry a lot of information so we decided to incorporate this into the overall design look and feel.

