

PACKAGING & DESIGN
 PROJECTS

by Paola Setti

Italian creativity Strolling through the shelves

*Packaging design that
deserve to be seen*

Santa Margherita

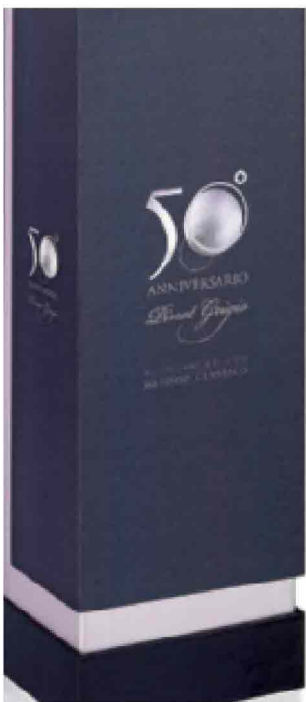
2011 has been an important year in the history of *Santa Margherita*. 50 years ago the estate was the first to produce Pinot Gris, a white wine produced using skinned red grapes. From that moment the wine has become one of the most valued Italian wines, so much so that the variety has been introduced in many national estates. Naturally being the first Pinot Gris, Santa Margherita sets the standard both locally and internationally in, for example, the United States. Santa Margherita has taken the 50th anniversary as golden opportunity to promote the wine and consolidate its status as a premium brand. *Minale Tattersfield*, the agency, which had already taken care of the restyling of many of the estates most important wines, among which also the famous Pinot Gris, has worked together



er with Santa Margherita to produce the visual identity for the anniversary, limited editions of the wine and many promotional gadgets. *Minale Tattersfield* has also worked with Santa Margherita on their "Luna dei Felti" a special wine, which is born from the estates policy of producing wines from single vineyards. This wine is in fact a blend of Chardonnay, Muller Thurgau and Traminer; three grape varieties farmed in Rovere di Luna in the Felti vineyard which give the wine its name. Such a distinctive wine needed a similarly unique label. Designed by *Minale Tattersfield*, the label accomplishes two feats, at first the aesthetic is surely notable and original but on further study we see that the complex design of vines are actually words that inform of the provenance and the location's terroir.

Danone

Arteface group in collaboration with *Danone Italia*, designed and carried out the image and styling of the Yoghobar, a yoghurt-bar found in Riccione's Aquafan. Here one can taste the new Yoghofresh and Yogholce flavours either natural or with a choice of toppings. The objective of the graphic work, also applied to the Yoghobile working Riccione's Oltramar nature park, was to communicate the fragrance of the fruit and the freshness of the yoghurt while bringing a message of lightness and fun guaranteed by Danone's logo.


 42 ITALIAN FOOD MATERIALS & MACHINERY
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Tenuta Luisa

The passion of the Luisa family has transformed a small vineyard planted 80 years ago at the doors of Corona in Friuli, into a major estate that exports its products worldwide. Today, *Tenuta Luisa* is synonymous with 185 hectares of vineyards and a production of 350 000 bottles of excellent wine. The wines have been critically acclaimed and have won

numerous prizes in international competition. *Minale Tattersfield* has worked with *Tenuta Luisa* over the last few years to modernise the design of their labels in order to call attention to their premium placing and ensure more impact on the shelf. The crown found in the original *Tenuta Luisa* logo was due to the vicinity of the Estate to the town of Corona (crown in Italian). After *Minale Tattersfield's* revision of the corporate identity, the crown has taken on an all new meaning. The three points of the crown are now stylised figures that represent the 3 generations of the Luisa family, which over the years has fulfilled a fundamental role in the every step of the production process. Beyond redesigning the logo, the agency also restructured the label's body, changes that have been favourably welcomed by trade, contributing to an increase in orders from distribution chains such as Waitrose where it is possible to fine *Tenuta Luisa* wines.

San Benedetto

Italy's leading soft drink producer, *San Benedetto* has decided to renew the image of their Sparkling and lightly sparkling mineral water lines by presenting their new bottle characterised by a sophisticated and ergonomic shape. Their partner in this restyling, *FutureBrand*, which has been closely supporting *San Benedetto's* creative/strategic plans over the last few years. The projects goal was to create an elegant image of the products while effectively accentuating the differences in flavour between the Sparkling and Lightly Sparkling waters in order to simplify the consumer's choice. The labels and 6-pack designed by *FutureBrands* play on the theme of transparency and point the spotlight on the bubbles as a promise of flavour and vitality. Colour codes make segmentation of the product straightforward while the *San Benedetto* logo takes pride of place as guarantor of the product's quality.



Amadori

In occasion of the launch of *Amadori's* "I Cuor Leggeri", a line of bread crumbed poultry products that are not fried, *Carré Noir* revisited the brands image concentrating on a more defined segmentation of the line and emphasising the concept of "lightness". The focus then shifted to the colour of the tray, preferring a sky blue that is coherent with the "health food" market and repeats the light blue of the ribbon. This colour scheme also allows the product to be instantly distinguishable from other *Amadori* products on the shelf. An illustration of the characterising ingredient was placed on the lower half of the ribbon to further underscore the segmentation of the product, a chilli for "Gran Sapore", Parsley and Rosemary for the product enriched with herbs etc. Furthermore a flash reading "-30% fat" was inserted on the face. Ultimately, *Carré Noir* took care of the creation of all the POP material.



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Cavit

National and local print, Internet and periodicals, these are the media chosen by the Estate from Trentino to promote the excellence of its entire range, a testament of Trentino wine of the highest order. The advertising campaign chosen for Mastro Vernacoli, a leader in the Trentino wine market, produced by Cavit, a historic estate that counts upon 4500 grape farmers and 5700 hectares of land, is for the first time dedicated to the premier line of products of the so-called “modern channel” which include a range of 15 wines. From the excellent and precious local Trentino grape to

the most famous international varieties. All rigorously D.O.C. The campaign is part of a project that aims to valorise the Cavit brand. Mastro Vernacoli has in fact been subjected to a complete restyling realized by Orange 021, which began with the label, through the optimisation of the readability of the various elements (naming, branding, and variety) to a modernisation of its image. Restyling and advertising were enhanced up by constant focus group testing which dictated the definitive versions, always keeping in mind the history of Mastro Vernacoli and of the consumer’s preferences.



Nespresso

The “Longo” range (3 long and one decaf coffees), re-launched in 2009, was seen as being “a little watered down and not strong enough” by consumers. The project’s goal was therefore twofold: inform members of the Nespresso Club the coffee’s intrinsic qualities, namely a coffee that is in fact long but maintains the same intensity of traditional espresso, and capitalize on the strategic consumption moment that is breakfast. FutureBrand, Nespresso’s partner in this and many other projects, went on to create a visual universe of great impact using the Nespresso Brand’s icons - the capsule and the cup - to give life to a visual experience based on lights, the format and colours to expose the product’s promise. The character used symbolises the aroma’s intensity and the richness of Lungo coffee. Gautier Boche, Strategic Planner at FutureBrand Paris explains, “the showcase represents a form of integrated communication. For brands that vaunt a network of stores like Nespresso, over 200 worldwide, these showcases are a particularly effective method to communicate and launch new products. On one hand they feed the brand’s equity, favouring sales, while on the other they are objects pertaining to a proper advertising campaign that communicates directly to the brand’s home”.

Derby Blue

Carré Noir - long-time partner of *Conserve Italia* - has taken care of the image of wide scale distribution offering Derby Blue. The intervention aimed at confirming and valorising the position of “unconventional fruit”: Derby represents the happiest and carefree way of drinking fruit with a mix of special flavours while keeping it healthy. This approach was fully represented in the realm of “no added sugar” with the initially launched 1500-ml format and which today covers a more central role both in bottle and 200-ml brick form. Carré Noir created a new “unconventional fruit” system in vector art style, which starts from the logo and completely surrounds it. The relevant image apart from the depiction of fruits and natural elements includes a small bottle; a way to celebrate Derby Blue’s signature product, that is the characteristic 200-ml bottle distributed in bars and clubs where the brand made its name. Colour too plays an important role in the new design of the ZERO range where decisive colours such as the peaches pink or the pears green add impact to the packaging.

