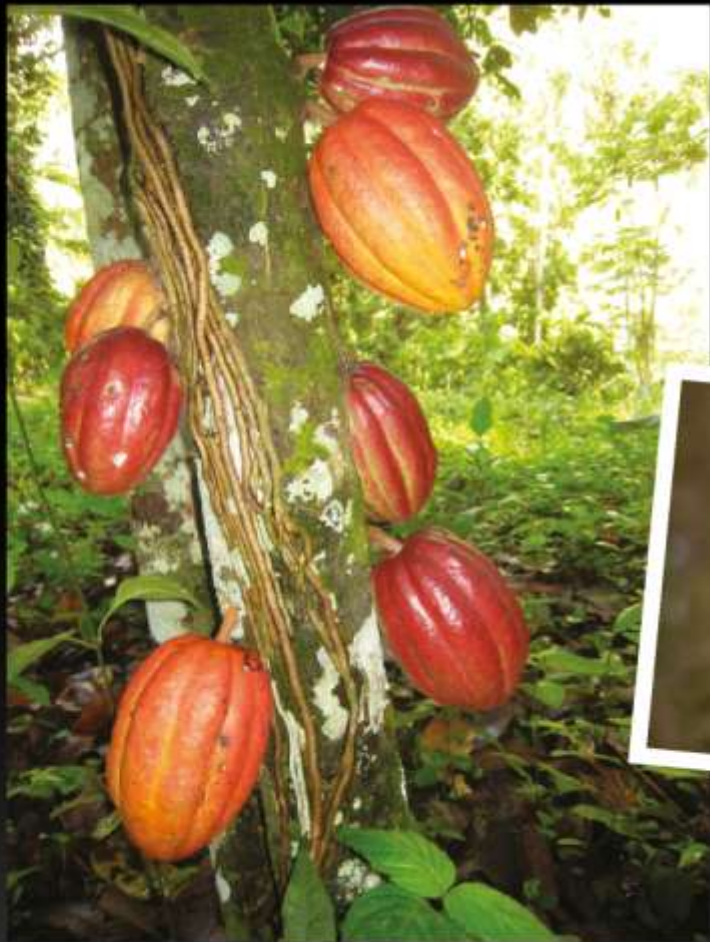




brandopus

creative work at the heart of the brand

Willie's
Cacao



















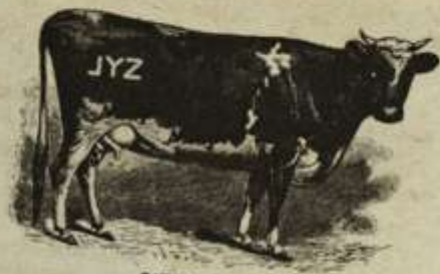






WILLIE'S
Delectable
CACAO

What is a brand?



CATTLE BRAND.

Origin c.1400

'fire, flame; firebrand, piece of burning wood, torch'

Meaning :

1550 - Identifying mark made by a hot iron

1827 - 'a particular make of goods'

'Brand Name' in use as a word since 1922

A BRAND IS A **MEMORY**
IN OUR MINDS



Things we do

What is the role of the brand?
(Above and beyond selling products)

What is the architecture strategy?
(The way the portfolio is organised to allow navigation)



Things we do

What is the role of the brand?
(Above and beyond selling products)

What is the architecture strategy?
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What is the hierarchy of product information?
(Can I understand the differences between products?)



Things we do

What is the role of the brand?
(Above and beyond selling products)

What is the architecture strategy?
(The way the portfolio is organised to allow navigation)

What is the hierarchy of product information?
(Can I understand the differences between products?)

Does it work and deliver on the shelf?
(Is it put together in a distinctive and ownable way,
does it resonate with consumers?)



Willie's Cacao



Willie's Cacao

WILLIE'S
World Class
CACAO



Brand Identity



The identity changes from one product range to another.

On pack, the brand identity becomes a 'descriptor' for the product.

As the identities are designed in the same style, the point of difference becomes hidden.

Use of colour



WILLIE'S
Delectable
CACAO



WILLIE'S
Delectable
CACAO



WILLIE'S
Delectable
CACAO



WILLIE'S
Delectable
CACAO



WILLIE'S
Delectable
CACAO

Colours overpower the brand.

Navigation is not intuitive



Pack hierarchy



1. Brand/Product Identity
2. Origin
3. % Cacao Content
4. Product Descriptor
5. Format Descriptor
6. Plantation
7. Tasting Notes

Pack hierarchy



7

Layers of communication!

Pack hierarchy



7

Layers of communication!

The Golden Rule of brand packaging design is...

3

(4 if you must!)



Willie's Cacao

VENEZUELAN BLACK
100% CABENERO CACAO
NET WEIGHT CACAO - 500g (17.6oz) NET

Willie's Cacao

VENEZUELAN BLACK
100% RIO CARIBE CACAO
NET WEIGHT CACAO - 500g (17.6oz) NET

Willie's Cacao

COLOMBIAN BLACK
100% SANTANDER CACAO
NET WEIGHT CACAO - 500g (17.6oz) NET

Willie's Cacao

CUBAN BLACK
100% BARBOCAN CACAO
NET WEIGHT CACAO - 500g (17.6oz) NET

Willie's Cacao

PERUVIAN BL
100% CHULUCANAS CACAO
NET WEIGHT CACAO - 500g (17.6oz) NET

Willie's Cacao

NICARAGUAN BLACK

100% WASLALA CACAO

CHEF'S SUPREME CACAO - FRESH PECAN NOTES

Willie's Cacao

EL AN BLACK
100% RINCHERAS CACAO
NET WEIGHT CACAO - 500g (17.6oz) NET

Willie's Cacao

INDONESIAN BLACK
100% JAVAN LIGHT BREAKING CACAO
NET WEIGHT CACAO - 500g (17.6oz) NET





MADAGASCAN GOLD

SAMBIRANO 71

SELECTABLE SINGLE ESTATE CACAO - NOTES OF TANGERINE FRUITS

SINGLE SQUARE

*Willie's
Cacao*

NESIAN GOLD

I LIGHT BREAKING 69

1.E ESTATE CACAO - SOFT CARAMEL NOTES

SINGLE SQUARE

*Willie's
Cacao*

UVIAN GOLD

CHULUCANAS 70

ALL ESTATE CACAO - NOTES OF BALSAMIC & PLUM

SINGLE SQUARE

*Willie's
Cacao*

ZUELAN GOLD

RIO CARIBE 72

100% CACAO - COMPLEX NOTES OF VANILLA AND CHOCOLATE

SINGLE SQUARE

*Willie's
Cacao*

ZUELAN GOLD

S TRINCHERAS 72

1.E ESTATE CACAO - SMOOTH, BUTTERY NOTES

SINGLE SQUARE







Willie's
Cacao

MILK OF THE GODS

HIO CARIBE 44 - SUBLIME SINGLE ESTATE MILK CHOCOLATE
SINGLE SQUARE

Willie's
Cacao

EL BLANCO

VENEZUELAN 00 - WHITE CHOCOLATE
SINGLE SQUARE







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