



Complete Transparency

Contemporary, distinctive and ergonomic, the new look reinforces Carex's status as the UK's leading antibacterial handwash, whilst communicating its caring credentials.

It's a true reflection of Carex - a brand people know and trust.





A lighter Weight Watchers

The lighter, brighter new visual expression revitalised the entire Weight Watchers range, composite of 250 different SKUs in 40 categories.

An 8% sales uplift for the UK's #1 weight-loss brand.





Playful Architecture

The wonderfully colourful new design cleans up clutter on-pack, through clear age and stage communication iconography and a simple messaging hierarchy.

2013: Ella's Kitchen is now the UK's #1 wet baby food.





Beyond Alcohol

An enigmatic bottle structure and luxurious enamelled graphics combine for perfectly premium appeal, bringing a touch of adult engagement to the category.

ZEO, and its iconic brand identity, was drink of choice at London Fashion Week 2013.





Unleash the Dragon

New, contemporary graphic design communicates Brains' Welsh pride to a modern audience, expanding the brand beyond its traditional heartland.

Straight forward and stylish, Brains remains a Welsh legend.





Rebellion NPD

The world's first aerosol soft drink, Turbo Tango's new graphic design is as 'in your face' as its innovative new pack format.

Martin McColl's best-selling SKU in the first month following launch.





Far from crazy

A ripe coconut falling from a tree into water vividly conveys the freshness of Dr Martin's Coco products. The impactful high-resolution photography stands out on shelf.

Exclusive launch at Harvey Nichols. Winner 2008 Design Week award.





Mash Up

Our graffiti style graphics recapture Tango's trademark sense of fun and, along with cheeky on-pack copy, speak directly to its target audience - adolescent boys.

11% sales decline in the year prior to redesign; 15% sales increase 12 months post.





Great minds taste alike

We've applied Tango's new edgier positioning across various range extensions and limited editions, easily retaining the engagement of its notoriously tricky adolescent target audience.





'Let the Shakti Shine'

Improved user-experience and warmer, more engaging graphics; our 3D and 2D redesign for Cadbury Bournvita prompted a 20% sales uplift in the 6 months following launch.

Gold winner and recipient of the International Export Award at the DBA's 2013.





Groomed for Success

PetLife revolutionised the Australian pet care category with a sophisticated and contemporary range of products designed with premium appeal.

With overall brand growth of 284% and an incredible 3,581% ROI in the 6 months following launch, Petlife took home silver at the DBA's 2013.





Fresh Alchemy

Design that brings to life the colourful story, sheer enthusiasm and energy at the heart of the Green saffron brand, while also communicating its culinary expertise and integrity.

One month on from launch, Green Saffron secured listing in Fortnum and Mason.





Global Harmony

Through semiotic exploration and design, Sensodyne's key equities were defined and applied across multiple markets, providing the brand with a consistent, global voice.





NPD and range extensions

Since the initial redesign in 2008, we have applied Sensodyne's new visual expression across various range extensions and subdivisions.

Sensodyne Repair and Protect is one of GSK's fastest ever selling products.





Maintaining Moisture

We've tailored Vaseline's key equities, its lozenge brand marque, waisted shape and easily navigable pack architecture, across a variety of range extensions and subdivisions.

Vaseline is the number one hand and body lotion brand in the US.





New product development

Our 2D and 3D brand creation combined the sharing of crisps with the indulgence of chocolate in an innovative new product, generating £17.1m sales within its first year.

Snaps became one of Cadbury's top 10 selling products within its first year.





Premium Treatment

Alaska needed updating to continue to compete against powerful international brands. Our comprehensive redesign brought exclusivity and class to Bulgaria's favourite vodka.





The Outcider

The introduction of a minimalist, contemporary brand identity into a craft-driven category was a radical move. Hornsby's hard cider stands out a brave alternative to beer.





Dark Indulgence

Smokey and sophisticated, our new visual expression for Club pays tribute to the rich cocoa taste of dark chocolate, reigniting loyalists and enticing new consumers.





Dazzling Norwegian

Winner of several design awards, including a DBA Design Effectiveness trophy, Isklar's design was inspired by the natural beauty of Hardanger, the brand's glacier source.

Isklar grew 619% within its first year without any marketing support.



Penfolds



Evolving an icon

Penfolds' reinvigorated brand identity, with added luxury cues such as embossing and neck-labelling, has reasserted this Australian icon's relevance in a competitive market.

Demand for Penfolds' Grange wine is currently outstripping supply.





Real Sustainability

Our 2D and 3D redesign of Shell's Lubricants portfolio achieved cost savings targets after being rolled out over only 70% of the world and saved \$150 million in raw material costs.

Finalist at the prestigious Marketing Design Awards 2009.



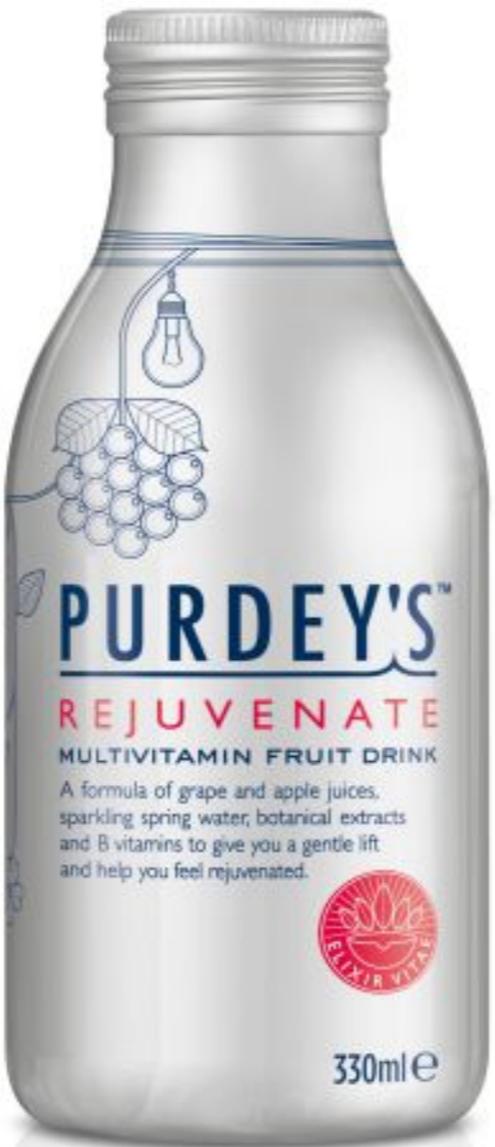


Eco Innovation

Innovative packaging and dispensing system Ecobox enables oil change facilities to more efficiently store, manage and deliver oil to their customers' vehicles.

Shell Ecobox has reduced Shell's plastic landfill waste by 89%.





Iconic tonic

Enhanced and updated, Purdey's stylish, contemporary and sumptuously detailed visual expression fully explains the brand's unique, natural energy proposition.

