

CASE STUDY / PEEWEE PONIES

PRODUCT DESIGN / BRANDING / PACKAGING



PeeweeTM

PONIES

BACKGROUND

Peewee Ponies began their life as artisan made one-off figurines sold to horse enthusiasts, young and not-so-young, at various country fairs and gymkhanas.

Whilst the ponies were much adored and successful sales were maintained, the time required to produce one-off ponies dictated the quantity available for sale. This was also reflected in the sale price and in turn made future growth problematic.

The client sought assistance from Innovic who in turn recommended UNO.

SOLUTION

A family of five individual ponies were hand-made and chosen as the starting point for mass production.

UNO prepared a project plan that included sourcing potential experienced manufacturers and developing a brand position before proceeding with 3D scanning the original designs and preparing CAD files for prototyping and eventual production.

Concurrent with this development, the graphics team were able to move forward with the brand design, collateral, promotions, illustrations and packaging, all designed to amplify the pony personalities and to become the basis for a collectables range.

SERVICES

- Brand Positioning
- Brand Development
- Packaging
- Illustration
- Product Development
- Manufacturer Sourcing



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