

CASE STUDY / DE OKO MELKBUREN / ORGANIC MILK BRAND DESIGN / PACKAGING DESIGN



BACKGROUND

Following one of our regular skype discussions with Carsten, from our fellow Two Heads partner 'Mutter' in Hamburg, and as a result of discovering we shared a common understanding of similarities of major supermarkets approach to the downgrading of commodity items such as milk we were invited to participate with Mutter on a new and exciting branding and packaging project.

Five independent organic farmers located in northern Germany had decided to join forces, and together founded a new company which they named De Öko Melkburen.

This new company planned to produce and market fresh organic products starting with seasonal organic milk to be distributed through specialist food outlets.

SOLUTION

Our solution was to reflect the authentic, natural attributes inspired by the pristine farming landscape of northern Germany and combine these into a distinctive packaging outcome with an artisanal production quality, overlaid with obvious seasonal characteristics to highlight the products unique selling benefits.

The success of this project was greatly enhanced by utilising our multi-cultural, global perspective and sped up by working across two time zones to develop something truly unique – clearly two heads were better than one.

SERVICES

- Brand Development
- Packaging
- Pop-up Exhibit
- Web Design



UNO Australia Pty Ltd
130 Chestnut St
Richmond, Melbourne
www.uno.net.au



© Copyright UNO 2016



Two Heads
Hamburg, Melbourne,
Mexico City, Stockholm, Toyko
www.twoheads.me