

Sales of Smooch continue to grow



Dairyglen is a family-owned company based in Dublin, supplying ice cream mix and confectionery to the retail and hospitality sectors in the Republic of Ireland. Its brand portfolio includes a product called Smooch.

Smooch was previously an ailing brand owned by Leckpatrick Dairies, a mix of soft ice-cream and confectionery, similar to a McFlurry from McDonalds.

Dairyglen saw great potential for this brand to be developed either as a stand-alone Smooch bar, or as a bespoke plug-in unit beside Dairyglen's existing ice cream mix machines.

Our brief was to create an identity for Smooch that would have broad appeal and offer a retail solution that could be implemented on a variety of formats.

The answer was based around the creation of a strong character, Lola the cow. This character appealed to both young and old; strengthened the inherent 'dairy' message, and had applications as an animated character online and for costumes.

Bold, simple colours were used and the 'moo' component of Smooch was given graphic stand-out. Hamill Bosket Dempsey also designed a number of flexible modular systems for in-store use. These can be easily installed and maintained.

We are currently developing a new milkshake system which complements Smooch, with plans to launch a new stand-alone retail operation under a newly developed brand. This is currently being presented to potential investors as a franchise opportunity.

Our work with Smooch means that our design team has successfully acquired experience within the food sector, and in particular, in creating a brand that may be developed for franchising opportunities.

We have direct experience of creating and managing a food brand operating in a very competitive sector and in giving it 'stand out' from both its immediate competitors, as well as from other businesses operating at higher and lower ends of the food market.

Hamill Bosket Dempsey has direct experience of creating not only compelling marketing collateral associated with a franchise opportunity, but also in the design and installation of the actual hardware and infrastructure needed to make the business work.

Hamill Bosket Dempsey's work with Smooch has contributed to its becoming a widely recognised and successful brand within ROI. To date, 267 Smooch units have been installed over the past four years and Smooch has now replaced many shopping centre coffee bars.

Most importantly too, Dairyglen is now viewed as an innovative company, with a range of products that can add value in stores.