

# *Increase of sales by 42% in the first six months of re-branding*



Originally asked to look at the pan bread range for Irwins, we developed a new brand identity that was firmly rooted in the company's core values of family and healthy eating. This more contemporary presentation is more relevant to the modern family and has enabled the company to increase their sales by 42%.

Multiple retail accounts in GB have seen a quarterly growth of 26%.

Since the launch of the brand in March 2009, Irwin's have jumped from 5th to the 3rd most popular bread behind Hovis and Kingsmill.

Our aim was to re-evaluate the brand personality behind one of Ireland's favorite traditional bakeries. This was to be developed and implemented on to a full range of packaging and completed within a 9 month timeframe.

The revamped identity was applied across the entire range of pan loaves and speciality Irish breads. The new packaging has been rolled out in GB stores and continues to be supported by an integrated marketing campaign.

The rebrand reflects a decision to adopt a more confident approach to highlighting the values behind the Irwins name and to harness affection for a brand that dates back to 1912.

For almost 100 years, Irwins has been a traditional family owned bakery using the finest ingredients and combining knowledge with experience to deliver local fresh family bread everyday.

What we've tried to do is reflect this heritage, but convey it in a more youthful and contemporary presentation that captures the honesty, simplicity and feelgood factor associated with this popular brand.

- Project completed within the designated budget
- A much clearer brand identity conveying family values and a commitment to providing healthy nutrition that has already provided leverage in export markets
- Sales increase of 42%
- GB multiple retail accounts show a quarterly growth of 26%
- A more unified approach to branding all the breads in Irwins range, particularly nutty Krust, a much loved favorite that until now had little or no links back to the Irwins brand.