

CASCADE BEER



Properties list:

- alcohols and spirits
- beer
- labels and sleeves
- bottle
- glass and ceramics
- historical, traditional
- identity by illustration
- illustrated character
- identity by typography
- identity by system of colour
- new product
- range of products
- end-user packaging
- adults

Cascade is Foster's third-largest beer brand and is brewed in Australia's oldest brewery at the base of Mount Wellington in Tasmania. The Cascade beer portfolio-made up of two premium beers (lager and light) and three craft beers (blonde, pale ale, and stout)-was fragmented and lacked visual consistency. Cascade's portfolio volume was also dominated by Cascade Premium Light, which was competing in a declining market. On the whole, Cascade had lost relevance in the competitive premium beer category and needed to redefine itself as a more contemporary, unified brand.

Landor's task was to create a new brand positioning and architecture for Cascade, allowing for the development of a clear master brand strategy that would be implemented across the portfolio. The challenge was to give Cascade a contemporary look and feel and to ensure that the brand continued to embody its uniqueness through all touchpoints. From Landor this required a deep understanding of-and passion for-the Cascade brand and premium beer category combined with a highly creative design strategy and execution.

From the heart of the brand essence-untamed soul-Landor and the Cascade team reclaimed the Tasmanian tiger as the leading icon for the brand. The tiger provided clarity for Cascade and a direction for all aspects of design-bottle and can graphics and structure, secondary packaging, guidelines, and point-of-sale and merchandising collateral. Portfolio alignment was achieved through a master brand approach that created a unified visual identity eliminating the brand's fragmentation. Landor also used on-premise merchandise to lay the foundation for future brand building. In 2008, the design was recognized with an Australian Packaging Award.

Reference: <http://www.landor.com/index.cfm?do=ourwork.casehistory&cn=5997>

Credits:

Country: Australia

Year: 2008

Agency: Landor Associates

User: I RIVER

Awards: 2008 Australian Packaging Award

Other images:

