

RODNAYA KLADOVAYA & SOCHNO-ZELENO



Properties list:
end-user packaging
range of products
new product
fruit and vegetables
flow-pack
plastics
contemporary
transparent
identity by system of colour

From Kian Brand Agency website: "Since 2006 KIAN brand agency realizes a complex service of Emelyanovskiy agro industrial complex, the largest regional producer and provider of herbaceous crops and fresh vegetables. Teamwork began with the complex development of the company corporate brand and creation of the corporate materials from corporate typography to staff clothes and transport branding.

Also KIAN brand agency realized large-scaled work on creation of two main consumer brands of the company. They are "Rodnaya kladovaya" and "Sochno-Zeleno". Developed graphic brand identity allows to emphasize natural colors of vegetables and root crops, richness and freshness of herbaceous crops and mark out the brand on the product shelves due to brightness of the package. Effectiveness of the developed solution is confirmed by high economic and marketing indexes. So trade marks assumed a leading position in segment and continue to hold it in spite of changing economic situation and strengthening of market competition."

Reference: <http://www.kian.ru/eng/projects>

Credits:

Country: Russia

Year: 2009

Agency: Kian Brand

Agency

Other images:

