

CULLY & SULLY



Properties list:
information about use
information about content
end-user packaging
range of products
new product
soups and ready-meals
folding carton
photo to describe
identity by photo
cardboard and paper
identity by typography

Young entrepreneurs Colum O'Sullivan (Sully) along with Cullen Allen (Cully) from Ballymaloe House set about developing a range of gourmet ready-to-cook meals. The Brand Union developed the brand by focusing on the personalities of owners, Colum and Cullen, and the fun they have selecting ingredients, recipes and preparing meals. They worked closely with them in developing the market positioning, brand personality and brand name.

The name Cully & Sully was chosen so that it is associated directly with the founders. They are the manifestation of the brand and would be key in adding authenticity and originality to the sell-in to trade and with consumers in taste demonstrations.

Different packaging ranges were designed for the main Cully & Sully range and the specially selected Ballymaloe House recipes to allow consumers enjoy a Cully & Sully meal every day of the week.

Reference: <http://www.cullyandsully.com/> ,
<http://www.thebrandunion.com/OurWork/Service/PackagingDesign/30/CaseStudy/55/ProductBranding>

Credits:

Agency: The Brand Union

Award: Global SIAL d'Or award at Irish Design Effectiveness Award in 2008

Other images:

