

BREEDING

GOOD

DESIGN

CASE STUDY | WAIRARAPA OLIVES LIMITED

Good olive oil comes from hot countries. In the Mediterranean. With stoney soil. But we have a cool climate. We're sub Antarctic. And we have lots of grass. How do we convince a savvy export market that our 'extra virgin olive oil', like our Sauvignon Blancs, is the best in the world. We can't do it by competing with the heritage brands. And we can't do it by competing with the designer brands. If we are to stand out, we have to use same Kiwi values that have been built up over generations. I love the scenery. I love the friendliness. I love the wine. I love the people. I love the isolation. I love the lack of pollution. I love the freshness. I love the flavours. I love the smallness. I love the quality. I love the uniqueness. I love the passion. I love. the 100% pure taste of New Zealand.



AWARDS:
GOLD MEDAL, BEST OF SHOW
AND 'JUDGES CHOICE'

CATEGORY:
LABEL DESIGN

COMPETITION:
LOS ANGELES INTERNATIONAL
EXTRA VIRGIN OLIVE OIL
AWARDS 2007



CASE STUDY | MOLLY MALONE'S

Nobody's exactly sure exactly when Molly's was first established as the original Irish pub in Wellington. And nobody's absolutely certain of the actual existence of Molly herself. But that's the essence of Irishness, or as we put it, Irishnessness. It's all about the 'truth', or as everyone else puts it, bullshit. So starting with 'a pint of Molly's Ale please' and ending upstairs with 'The Red Head', we are never quite certain where the truth starts and ends. And at the end of the day, or maybe tomorrow, we are not quite sure where we are either... or my cellphone that matter.



ALL GOATS
MUST BE
TETHERED

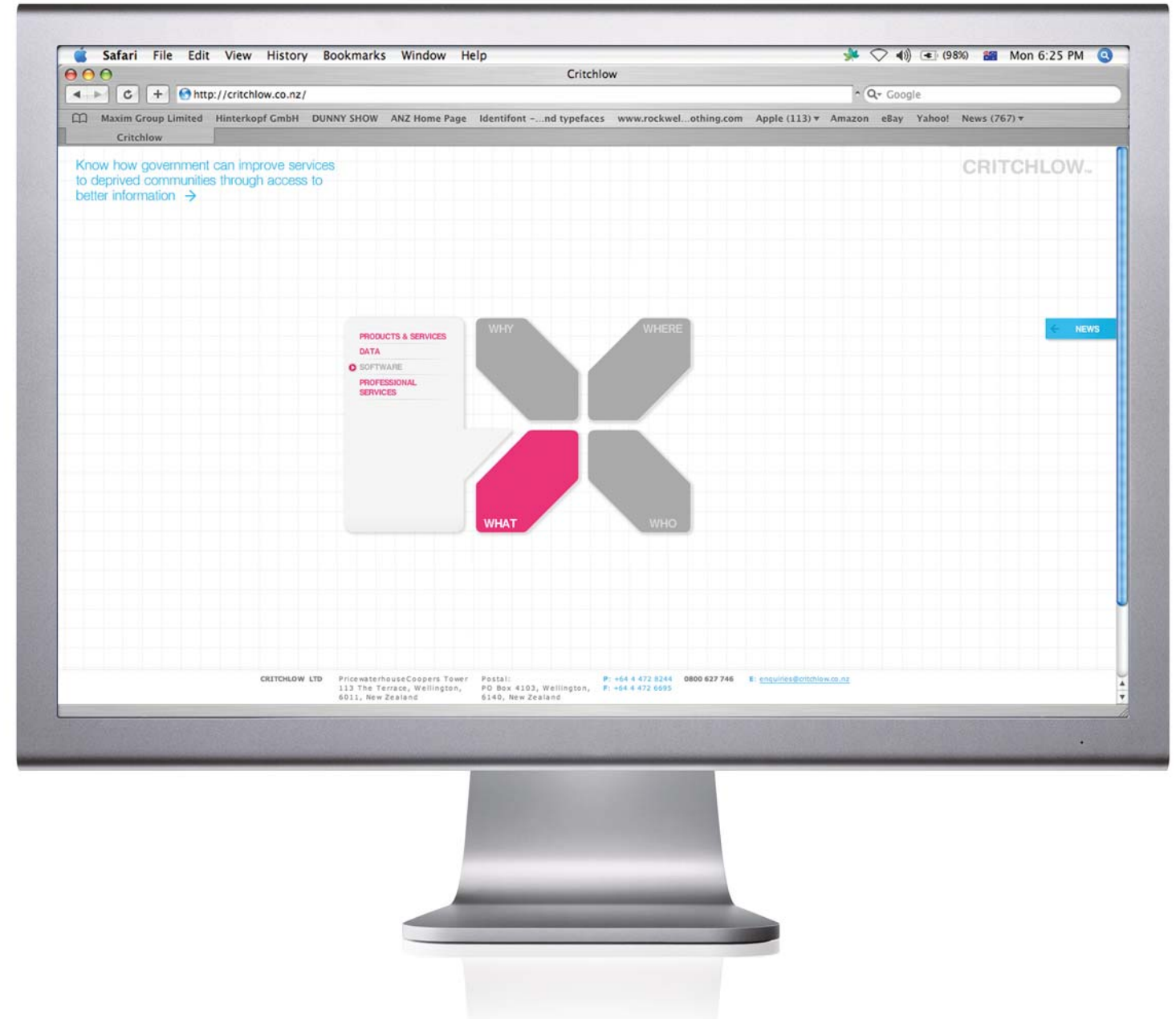


CASE STUDY | CRITCHLOW

Critchlow are in the business mapping business. In a nutshell, they simply know where stuff is. Their data analysis enables you, the customer, to efficiently plan any business strategy to do with 'location intelligence'. From route planning to mapping fish stocks, from advising on health infrastructure to understanding retail foot traffic. And our task is to establish top-of-mind awareness for the brand and create effective and measurable marketing tools that will assist their team in the sales process.

KNOW WHERE

Everything
that happens,
happens
somewhere.
The value is
knowing where.



CASE STUDY | SOME LIKE IT HOT

What do you call a brand that markets a range of authentic spice rubs from around the world. From Thailand to Japan, from Madrid to New Orleans. In a crowded gourmet food market, we needed to create a hot brand. One that would leap off the shelf. In fact, we wanted customers to buy not just one, but the whole collection. It needed to capture the customer's imagination with an easily identifiable brand promise. So every label tells a different story of a different culture, and on mass they build a distinctive and compelling brand... with a little bit of style and wit.

THIS WHY WE SLEEP ALL
AFTERNOON IN ROAD. IS
STINKING HOT WITH BULLES
AND DUST FLIES AND
CASTANETS OF WOOD, CEILING
FAN BROKEN. IT SO HOT THAT
ME BURRO ESTA MUERTO
WHICH MEAN MY DONKEY IS
DEAD. WE MAKE AUTHENTIC
HOT SPICE MAÑANA. WELCOME
TO MY COUNTRY.



Having been around the Wellington construction and office relocation scene for a good number of years, our client has brand recognition, but there is a real lack of understanding of their business. Adopting the family name opens up considerable opportunities. Short, solid and memorable, it feels well established and earthed in the construction business. They have always prided themselves on their attention to detail and thoroughness. In short, they have the X Factor. Replacing the X with the shorthand O', adds an indefinable, but exciting quality to the brand promise. We may not know what O' is, but we want to find out.



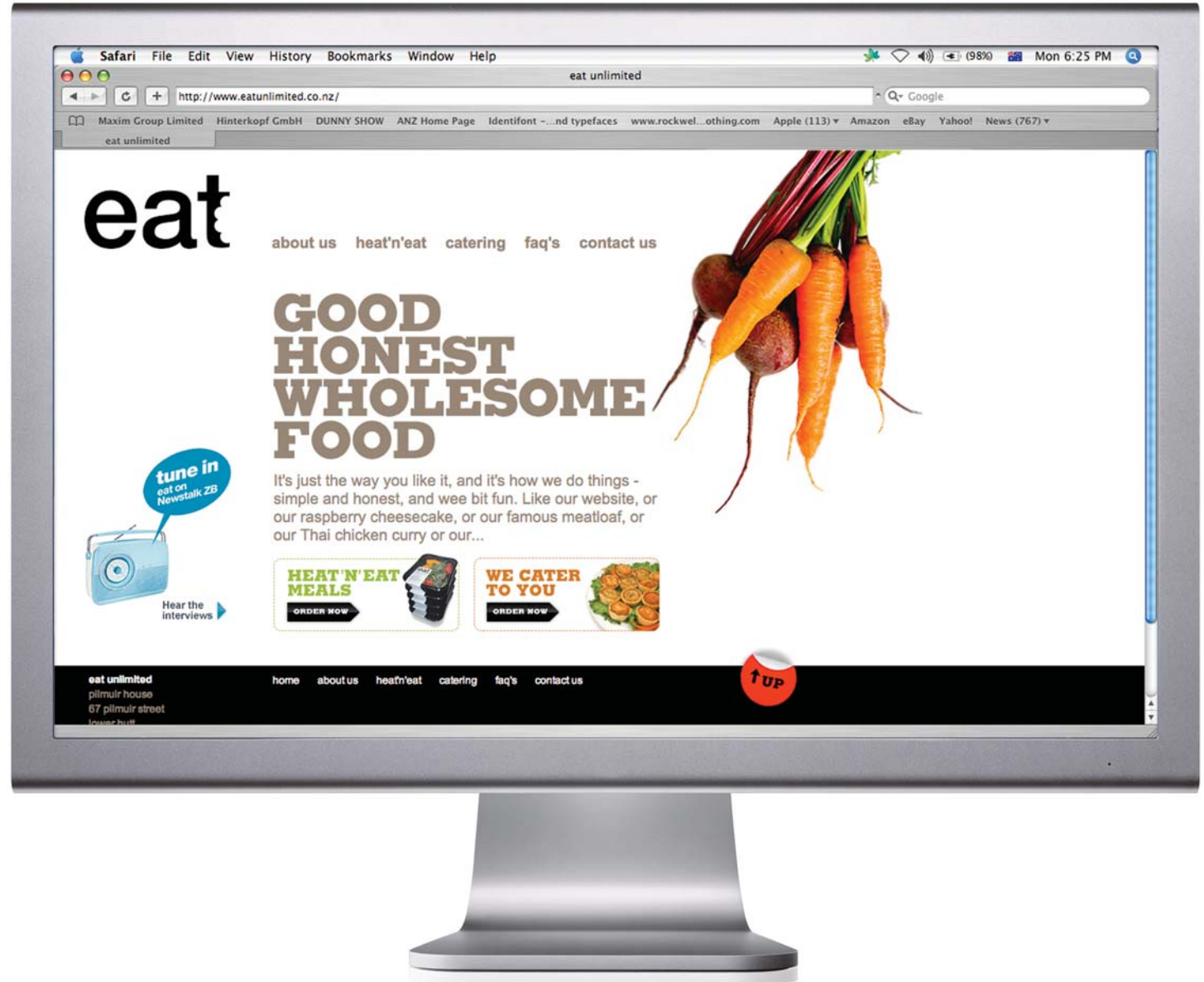
PUTTING THE O' IN YOUR PROJECTS

O'HAGAN



CASE STUDY | EAT UNLIMITED

Good, honest, wholesome food using only the freshest ingredients and delivered directly to you. That's a very compelling brand promise. So, the website had to represent the same brand values. Good, honest, simple and easy to use – not an easy thing to achieve when it needs to accommodate 5 weekly menus, differing pricing, online shopping, and absolutely must be 100% content managed by the client. It helps when you have a passionate client with a great product. It makes our job, well... simple.



CASE STUDY | RABBIT

We're in the brand business. And we've got an upside down R. And it's Christmas. You get the idea.



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