



# SLOBODA LIGHT

## Brief to develop LABELS

# ABOUT THE BRAND “SLOBODA”: MARKET POSITION

The Brand Sloboda  
is natural ketchups, mayonnaise, sunflower oil and yogurts.

Sloboda is high quality products which are made only from natural ingredients.

“Sloboda” is one of the leading brands on the Russian market



Market share

20%



7%



11%

# BRAND AREA POSITIONING

The main Association of the brand:

- Natural origin
- Energy of life
- Purity
- Trust
- Sincerity
- High quality



"Sloboda" are products with natural composition prepared from ingredients full of nature energy. When the product composition does not have anything unnecessary, when it has nothing to hide, it creates a sense of harmony, energy and confidence.

# ABOUT SLOBODA MAYONNAISE

Mayonnaise is one of the most popular sauces of Russian cuisine. Consumer researches of recent years show that almost 90% of families eat mayonnaise regular.

## Rational product's attributes :

- ✓ All-natural composition
- ✓ Proven ingredients quality
- ✓ Excellent taste

Currently, the Sloboda mayonnaise line includes 5 different flavors



Olive  
(with olive oil)



Provençal  
(classic taste)



With quail  
eggs



With lemon  
juice



Vegetarian



Now We are planning to produce a new flavor of mayonnaise sauce – "Light".

# THE MAIN ASSOCIATION WITH THE “LIGHT”

The main RTB of mayonnaise sauce “Light” is low-fat (32% fat, and classic mayonnaise is 67%). Target audience of mayonnaise sauce “Light” is people, who take care of their figure, but they aren’t ready to give up of delicious food completely. These people want to look beautiful, so they follow a diet periodically and choose light products.



## The main associations with the product:

- ✓ lightness
- ✓ naturalness
- ✓ freshness
- ✓ Cleanliness
- ✓ the harmony





# TASK

## TASK: TO CREATE LABEL DESIGN OF MAYONNAISE SAUCE "LIGHT"

Label of mayonnaise sauce "Light" must comply with the general line of mayonnaise Sloboda, so you need to maintain the basic message and the structure of product label

### BASIC ELEMENTS TO CREATE THE DESIGN

1. Create  
Food style top

2. Create  
color coding of packs

3. Create  
Food style lower



Messages, which must  
be placed on the label are  
required to:

Attribute of brand:  
[ORGANIC CONTROL].

Brand name:  
SLOBODA  
Attribute of brand:  
ALIVE FOOD

Name of the sauce:  
LIGHT.

# TASK

## Create food style top

### Food style top

The symbolic image that creates associations with light, freshness, exclusivity. This look should be appetizing and tasty.

The main properties of packaging design (to save the development of new versions of food style):

- Appetizing and tasty
- Exclusivity

The products, which should be shown on the label, must be included in the basic ration of people, who keep their weight trim and take care of their health.

For example it can be avocado, grapefruit, radish, fresh herbs and so on.



# TASK

Creation the food style lower and color-coding of packs

*Color-coding must be realized of the package. The colors, which will be used must symbolize lightness and airiness. The color of the packaging must be in harmony with the general line of mayonnaise products Sloboda.*

## Food style lower

This picture should show the use of the product. The image should be attractive, appetizing and light.





# TASK

The main competitor of mayonnaise sauce "Light" Sloboda is a mayonnaise sauce Calvé.

To enhance the emotions of lightness, airiness Calvé uses:

- blue background, with highlights near the name of product;
- symbol, which symbolize the diet food;
- image of light salad with vegetables and greens.

