



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)

Provansal
(classic taste)

With quail
eggs

With lemon
juice

Vegetarian

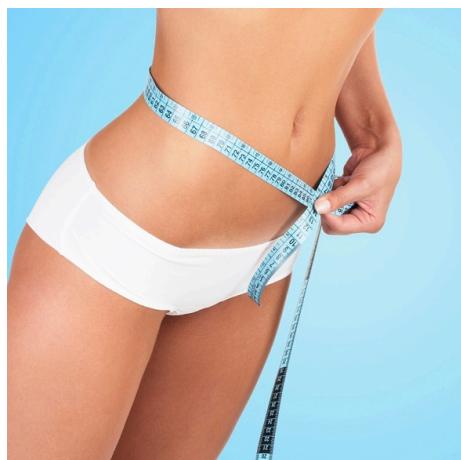
THE MAIN ASSOCIATION WITH THE “LIGHT”

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 Calve.

To enhance the emotions of lightness, airiness Calve uses:

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

