
SLOBODA *with* SOUR CREAM *taste*
Brief on label development

ABOUT THE SLOBODA BRAND : MARKET POSITION

The Sloboda Brand
Is represented by natural ketchups, mayonnaise, sunflower oil, spreads and
yogurts.

Sloboda is high quality products made from only natural ingredients.

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



Market share

20%

7%

11%

BRAND AREA POSITIONING

The main associations with the brand:

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



Sloboda is natural products made from ingredients full of nature energy. When there are no extra components in the composition, there's nothing to be hidden, it creates a sense of harmony, energy and confidence.

ABOUT SLOBODA MAYONNAISE

Mayonnaise is one of the most popular sauces used in Russian cuisine. According to the customer researches in recent years nearly 100% of families tell about their regular mayonnaise consumption.

The main product attributes:

- ✓ Natural components
- ✓ Proven ingredient quality
- ✓ Excellent taste

Currently the Sloboda mayonnaise line includes mayonnaise with 5 different flavors



Olive
(with olive oil)



Provençal
(classic taste)



With quail
eggs



With lemon
juice



Vegetarian

Now we are planning to produce a mayonnaise sauce with a new flavour called " Sour Cream ".

TASK

TASK: TO CREATE A LABEL DESIGN OF MAYONNAISE SAUCE " SOUR CREAM"

The label of mayonnaise sauce " SOUR CREAM" must comply with the general line of Sloboda mayonnaise, so the basic message and the structure of the product label have to be kept.

BASIC ELEMENTS OF CREATING THE DESIGN

1. Create
A Food style top

2. Create
color coding of packs

3. Create
A Food style bottom



Messages/Information
that must be kept on the
label:

Attribute of brand:
[ORGANIC CONTROL].

Brand name:
SLOBODA
Attribute of brand:
ALIVE FOOD

Name of the sauce:
SOUR CREAM.

TASK

Create food style top

Food style top

The symbolic image creating associations with a light creamy product that looks appetizing and mouth-watering.

The main properties of packaging design (have to be kept while working-out new versions of food style):

- Appetizing and mouth-watering
- Exclusive

The products shown on the label should be included in the basic diet of people, who keep fit and take care of their health.

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



THE MAIN ASSOCIATIONS

The target audience of the mayonnaise sauce "sour cream" is people who like to combine delicious traditions and new trends in cookery. These people love familiar, proven, high-quality products and appreciate tenderness and flavor of the dish.

In Russia sour cream is a dairy product with leaven that gives its thickness and slightly sour taste. It is a traditional national product such as yogurts or cream that appeared long before mayonnaise. Sour cream looks like cream with the same fat content. It's used as a dressing for soups or salads, potato dishes and pastry. Sour cream is used by every family in Russia. A new kind of mayonnaise with sour cream meets needs of Russian customers who would like to combine two favorite tastes.



The main associations with the product must be:

- ✓ creaminess
- ✓ naturalness
- ✓ Tenderness
- ✓ traditions
- ✓ harmony

STRUCTURE ETIQUETTE

Food style top

The symbolic image creating associations with a light creamy product that looks appetizing and mouth-watering.

Color-coding should be considered on the package. The used colors should symbolize a creamy taste. The color of the packaging should correlate with the general line of Sloboda mayonnaise products.

Food style bottom

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



TASK

The main properties of packaging design (have to be kept while working–out new versions of food style):

- Appetizing and mouth–watering
- Exclusive
- Stylish

There are two still lives on the label. One represents the essence of mayonnaise taste and its difference from the other flavours. The other one shows the cooked dish that can be served with this mayonnaise.

The products shown on the label should be included in the basic people's diet and can be served both with sour cream and mayonnaise. For example,

- fresh vegetables,
- fungi
- pastry (dumplings, pies)
- potato dishes (potato pancakes, baked potatoes)
- borsch
- saucers with sour cream



TASK

The main competitors of the Sloboda mayonnaise sauce "Sour cream" are mayonnaise sauces Maheev and Ryaba.

To enhance the feeling of lightness and creaminess Maheev and Riaba use

- blue national patterns;
- image of sour cream;
- traditional dishes.

Sloboda is a stylish and exclusive brand. So we don't want use archaic patterns, national wooden cutlery and plates. Traditions can be represented by the dishes themselves, but not the way they are served.

