

## **Balbiino Onu Eskimo ice cream range**

### INTRODUCING A PENGUIN...

Tasked with a complete redesign of a long standing brand that despite many extreme redesigns lacked strong brand visual elements.

Goals were to develop memorable branding assets, gain shelf impact, clear taste recognition and to increase impulse purchase stimulation.

A flowing logo mark was paired with a mascot to create a much needed memorable and friendly visual asset. This helped to project brand across crowded shelves and unify the range. A palette of bright retro colours combined with scrumptious flavour icons help boost impact and stimulate appetite for an impulse purchase