

The big & the not so big

In this third issue of **e'ssence** (be it somewhat late!), you'll discover that the REB enclave has been beavering frantically away over the past few months – not only designing or offering strategic branding advice, but also monitoring the success of many a recently implemented design programme.

Some commissions have been large, very large, while others have been at a more intimate scale to which many smaller producers would comfortably relate.

If you want to check them out, just click on the images below.

There's a lot more in the boiler room, so to speak, way too much for one issue. If you'd like to be kept up to date, drop us a line and we'll keep you in the REB loop.

If you'd like to see more of our design work, visit our website by clicking on the link below:

www.rebdesign.com.au



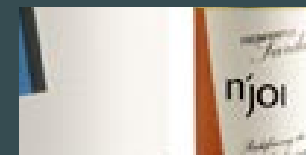
HAWAIIAN
BRANDING PROGRAMME



DANDARAGAN SELECT
OLIVE OIL PACKAGING



ACTION
RETAIL ENVIRONMENT



N'JOI
OLIVE OIL PACKAGING



MALCOLM SUE ACADEMY
BRANDING PROGRAMME

Hawaiian – Rebrand

Successfully operating at the very pointy end of the property market is not an easy call. Hawaiian have been doing it, and doing it well, since 1993. So much so, that it currently manages assets exceeding one billion dollars in the retail, commercial, industrial and resort sectors. The cross-cultural solution to the identity pays homage to the group's Chinese-Malaysian origins, but also strategically positions the company as a very contemporary and sophisticated player in the Australian property and development market. The identity programme demanded a complete overhaul of everything from the brand mark to communication material and the all-important website. The branding has been applauded by many, but none more so than by Russell Gibbs, the group's CEO, who fondly describes the results as an "insightful crystallisation of his thoughts".



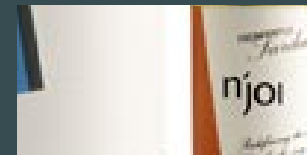
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Dandaragan Select

Dandaragan Estate. Everyone knows of it – particularly in fine dining restaurants. Its bottle-fired graphics and unique slip label ooze taste, sophistication and quality, consequently demanding a premium price point. Leveraging off the success of the brand is the recently released Dandaragan Select – a high-volume product range which will be stocked in more than 400 Coles Supermarket stores around the country. This fast-moving consumer product retains the elegance of the parent brand, but employs innovative, yet economical, shrink-wrap bottle decorating technology, which is a first for the category in Australia.



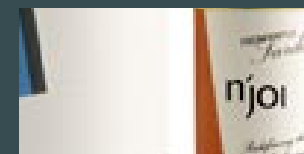
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your **Action** means a great deal

From the marque down to the layout of the shop floor, refreshing the face of Action Supermarkets is the tip of a multi-million dollar retail overhaul.

Taking the project to such a macro level meant implementing extensive qualitative research locally, and studying retail trends around Australia and abroad. Combined with new colour-ways and an open, market-style fresh food area, the prototype store has been transformed into a highly appealing shopping environment, which breaks the tradition of utilising long aisles.

The project was also a perfect opportunity to revitalise Action's corporate culture and create the new positioning statement – "Your Action means a great deal".



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n'joi – The good oil

Very few producers would contemplate producing a range of gourmet olive oils aimed primarily at the UK market. This was the main thrust behind the marketing strategy for n'joi (pronounced *enjoy*), which now also finds that it has an enviable niche in gourmet outlets across Australia. Its strong packaging colour-ways break away from the clichéd graphic imagery commonly used to flag Australian products in overseas markets. So appealing was the look, the producers now find they own a brand which is distributed through 340 Selfridges stores across the British Isles. The packaging and associated promotional material echo a contemporary 'tongue in cheek' attitude to a relaxed lifestyle and good food. Hot on the heels of the oil is an innovative range of line extensions such as Fremantle Sardines tinned in Extra Virgin Olive Oil, which are guaranteed to tempt the gourmet palate.



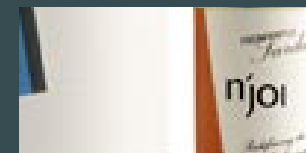
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ISSUE
03

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e'ssence

MAKING A POINT OF DIFFERENCE

AN IRREGULAR UPDATE FROM REB



MALCOLM SUE
ACADEMY

Things happen when one least expects them. What started off as casual conversation concerning the Martial Arts resulted in a journey of discovery and, dare we say it, enlightenment. Re-branding the Malcolm Sue Kung Fu School involved extensive education on the principles of the Art, its students, its teachers and the business framework. It was truly a meeting of Eastern philosophies and modern Western lifestyle and values. The Malcolm Sue Academy branding programme has achieved all the goals set by the Academy's Principal and Master – it now has strong appeal and marketing opportunities, acknowledges its Asian roots, and has a vision for the future in contemporary Australia. Kick arse!



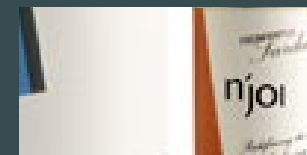
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