

Planting the seeds...

Helping an established brand to grow through a program of brand rationalisation

A bit of background...

Moles Seeds is a brand that has been in existence since the 1950's. It's a leading wholesale supplier of commercial quality flower and vegetable seeds (conventional and organic) throughout the UK and overseas.

What was the challenge?

The challenge it had was one of inconsistency over all its touch points. As well as this, the customers of Moles Seeds were not aware of a lot of what the company did. The first part of the project was rationalisation, as well as an organic refinement of the branding elements.

The second part was to help create more 'buzz' around all elements of the business. Ensuring that both private customers and large plant producers are aware of what Moles Seeds can offer them.

Our thinking and solution?

The Moles Seed roundel was well liked and had a quirkiness that made it both recognisable and memorable. Our first job was to create a much stronger lock-up between the symbol and logotype - adding the 'established' element. This created a much stronger foundation for all the elements to work around.

We then worked on differentiating the vegetable and flower seed business. Both are important, but their offer and audience are slightly different. To help Moles Seeds move forwards we needed to ensure that the subtle differences were more evident.

Finally we helped with their messaging, ensuring that collateral worked hard to deliver against its objectives, talking to the intended audience in the right way for the business.

What we did

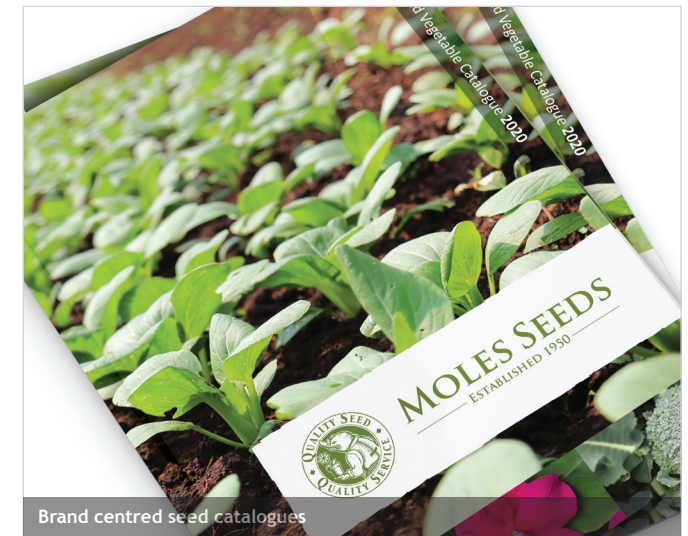
- branding
- advertising
- literature
- stationery
- exhibitions



Cards with the brand at the heart



Banners and exhibitions with strong, simple messages



Brand centred seed catalogues