

Family (and friends)



Love

Family (and friends) turned seven years old this year.

A friend wished us well and asked me
“What’s made it work?”.



I said LOVE made it work.



Love the business

In order to thrive, not just survive in the world of design, you need more than just a desire to get on.



You've got to love the communications industry.

Often a love/loathe thing.

There are going to be good and bad days, maybe even weeks of hell.

But you stick with it because you are in love with it.

It's a life's vocation.





What makes us different

Big agency thinking, without the big agency.



Alex. Creative leader



DJ. Brand Strategy leader

Two founders.

Forty five years experience.

Gathered at international branding agencies.



SAATCHI & SAATCHI



But we didn't love it.

What we created.

A family of designers

Some are real family

The rest are close, trusted friends and friends of friends.





Love the teamwork

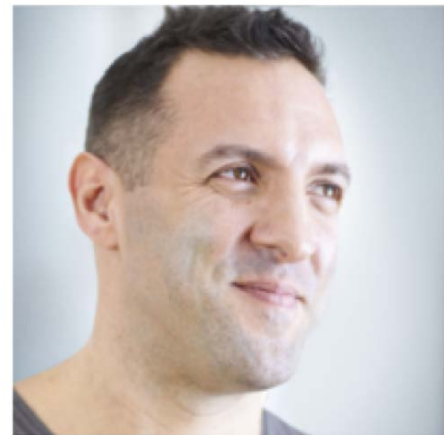
You've got to love collaboration and the team you work with.

Openness and honesty is the only way you can make great work.



Our philosophy

Good friends make good work.



Designers, illustrators, photographers, print specialists, writers, strategists...



Because it's not just
colouring in...

We think, write and
design for brands.

Looking for the big ideas to
drive brand communication.



Love the clients!

You've got to love the process of discovery

Meeting new people, learning about other people's industries and finding the right solution for their needs.

If you find yourself bitching about them when they've left the meeting, then it's time for a divorce!



How does good design happen?

Working in a very open, honest and collaborative way – just how a family works in our opinion.

Listening

Talking

Understanding

Nurturing

Playful experiences

Genuine concern for creating positive outcomes

Delivering on promises

Brownies...

Here is a tasty dessert dish, that's here especially for you
Billington's ultimate chocolate brownies - tasty and full

Melt 350g of dark chocolate, with 200g of unsalted butter
In a bowl over a hot water pan - ensure the mix doesn't

Now's the time - whisk up 3 eggs, until they're fluffy
Add muscovado sugar, whisk 'til thick - now you've

chocolatey mix and add
...ly smooth (you
...re-lined tin, and



Love not being pigeon

There are too many of us out there to be generalists.

You need to find a specialism, a closer in passion than just 'design'.



Healthy, natural, 'better for you' and ethical brands are our real loves.



Bright, optimistic branding for today's on-trend food categories



Love as a work mission

Our mission is to build brands that PEOPLE LOVE TO LOVE

To create connections, not just transactions.





EVERYTHING AT
10% OFF
on your first order

Enter code **likeredmart** on checkout

- not valid for new accounts with same billing or delivery address as existing
- not valid for the purchase of baby or adult drink powder/formula
- cannot be combined with any other offer



The co-operative food Iceland ALDI

LIDL ASDA M SPAR

TESCO Sainsbury's Waitrose

Brand (packaging) tools for attraction



Personality



Design can change brand's PERSONALITY



'Old Man from the country'



Design can change brand's PERSONALITY



'Festival loving girls'



Sales of the fruit flavoured cider went up 80%

The brand was named official cider of Glastonbury 2013

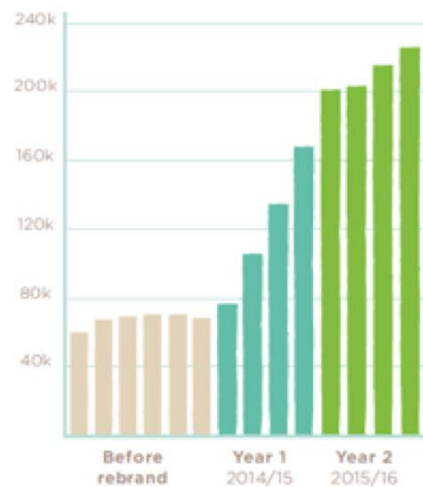


Story



To be loved, brands have also got to present a strong STORY

Quarterly sales



Yearly Sales:



Tell a story in pictures, supported by words



Handmade in England



KALEIDOSCOPIC
moments OF pleasure

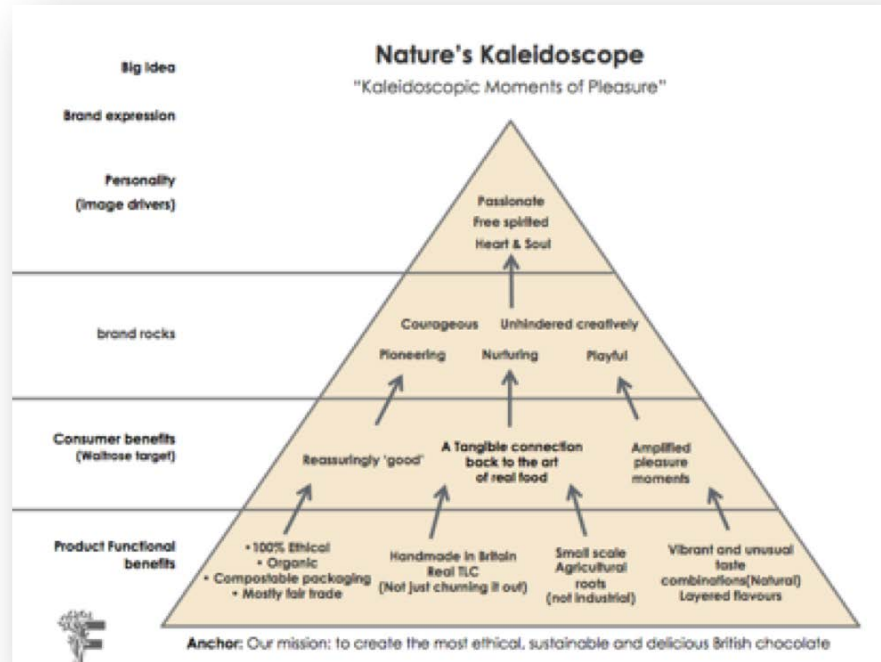


Workshops with the client to look at the category, competitors to rewrite their story.

Based on truths, but more customer focused.

"We had to find out who we were"

Jonathan Shorts, Managing Director, Seed and Bean



At Seed and Bean believe in courageous and imaginative chocolate. We spend hours in our kitchen mixing flavours from nature to transform the simplicity of a pure cocoa bean into what we call 'kaleidoscopic moments of pleasure'.

Brand personality:
Passionate
Free spirited
With 'Heart & Soul'



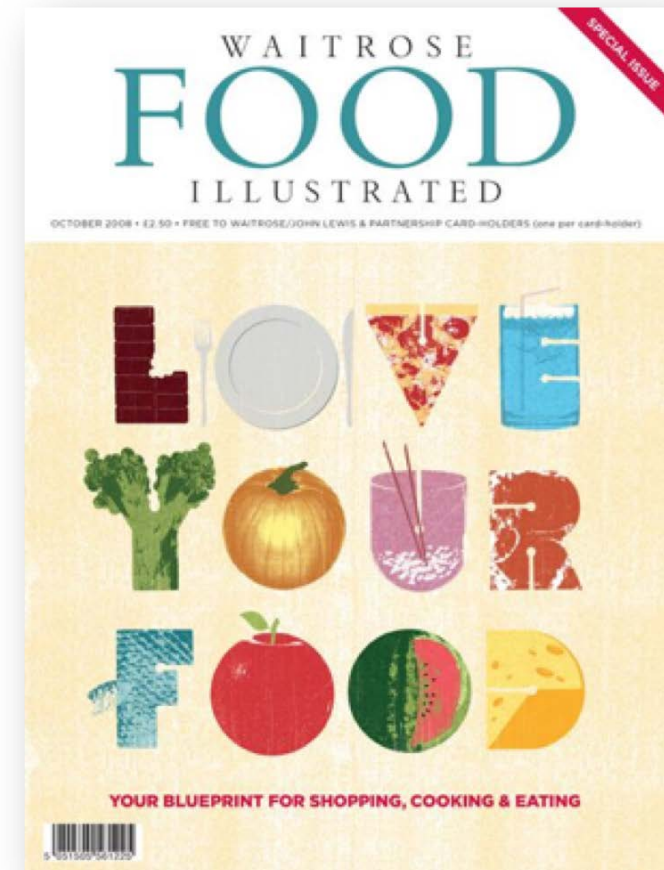
Story is about identifying your audience and understanding their world view.

25-45 Waitrose core customer “people who care”.

Fussy about food...

Expect ethics as standard with **good tasting a priority.**

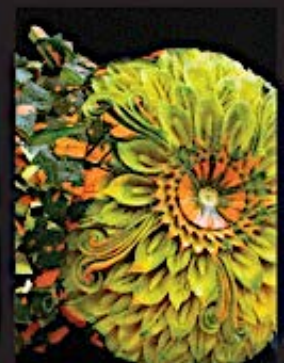
Crave newness (with trustworthy high quality attached)



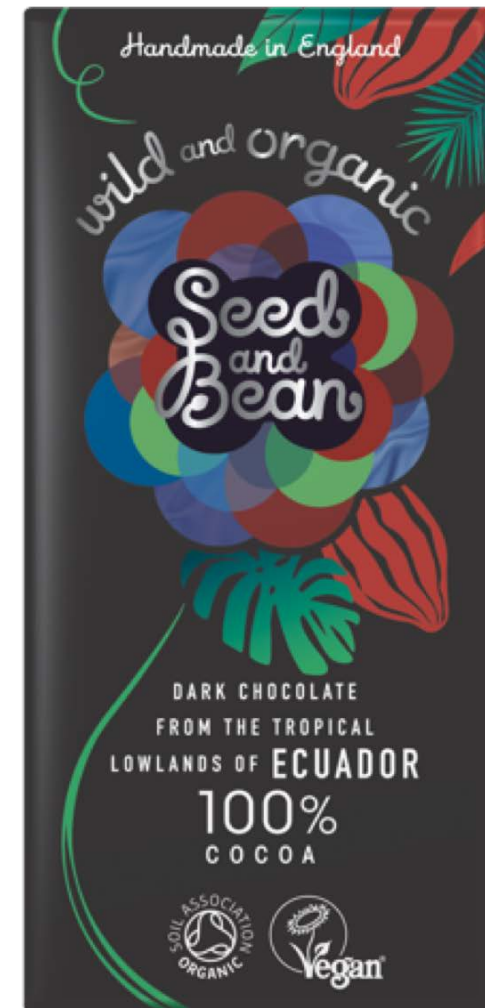
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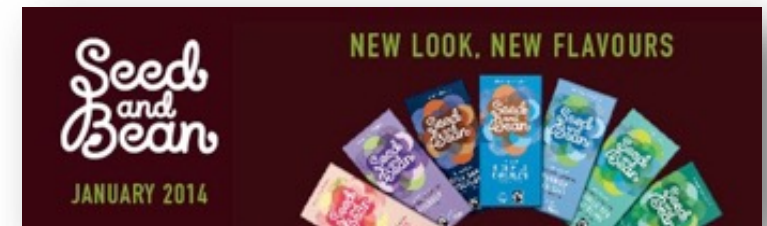
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Story means new product innovations, expansion, further success



Repetition across multiple touch points



Story is also about editing out the excess information

Hierarchy analysis



Poor eye tracking
Six focal points



Optimised eye tracking
Minimised focal points

OLD DESIGN:

Elements fragmented across pack.
No sense of hierarchy.
Makes your eyes dart around.
Pack lacks appetite appeal.

NEW DESIGN:

1. Brand
2. flavour
3. ethics
4. provenance and craft.

"After a recent rebranding their **lively** and attractive packaging design really **catches the eye**, especially compared to their previous minimalism".

Blogger,
chocolatindulgence.blogspot.co.uk



Impact



Creating a feeling



“Our packaging and brand messaging will always be about encouraging people to live their dreams and celebrate the human spirit”.

Jason Dekker, Co founder





Shelf impact to outstrip competitors





Within 24 months:

Listed in 1000 + Kroger Stores and other health store chains across the USA

100,000+ units sold*



Voted best new packaging at Natural Products Expo West 2014.



18,600 Facebook likes

51,00 Twitter followers



12,000 Instagram followers



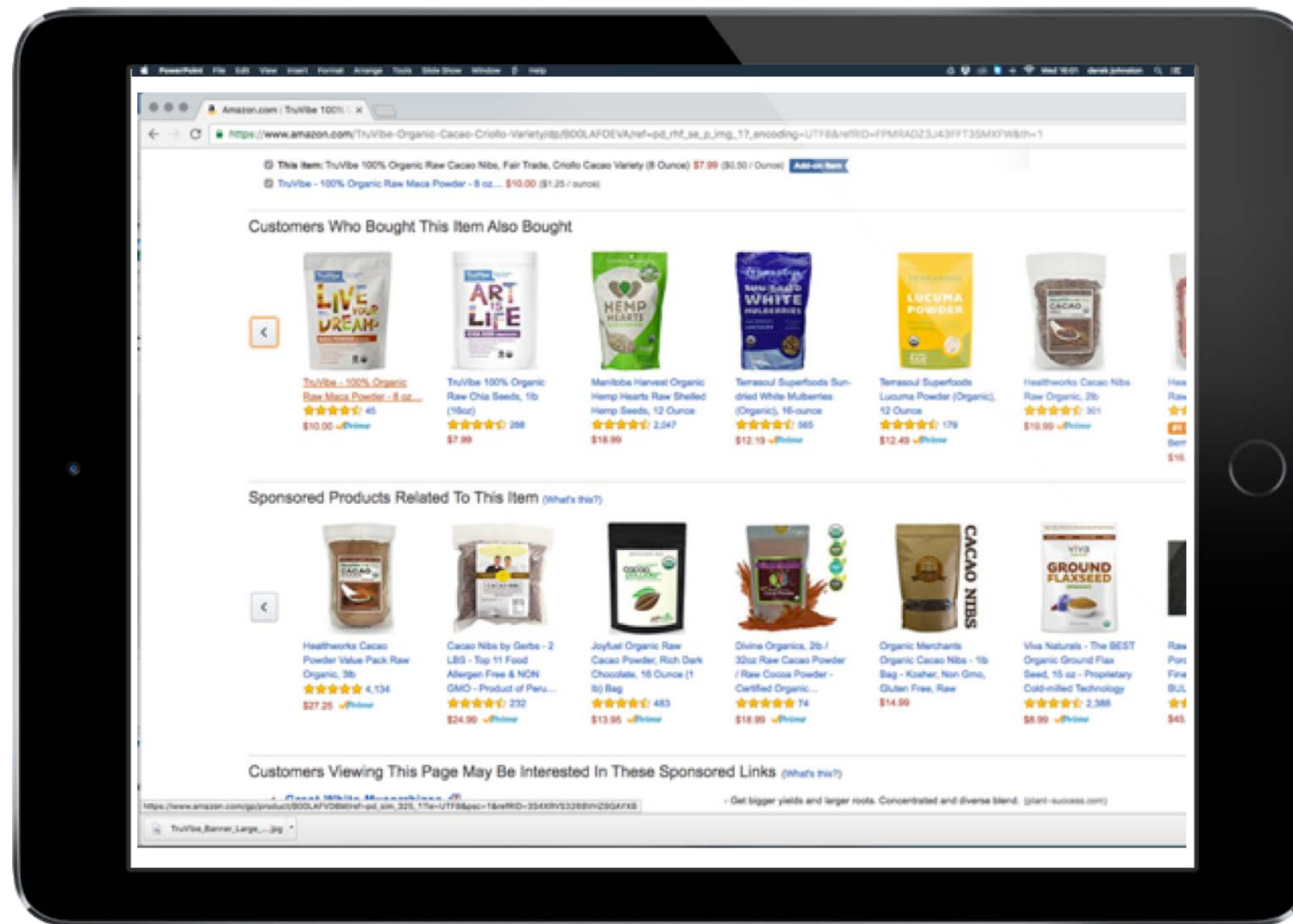
*Typical price points

8oz \$7.99

16oz \$11.99



Now one of Amazon's top selling super foods brands



Growing on average 40% year on year

With a typical online conversion rate on Amazon x 4 times higher than average.



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The Design Business Association exists to promote professional excellence through productive partnerships between commerce and the design industry to champion effective design which improves the quality of people's lives.

As members we abide by their codes of conduct, business ethics and adhere to the policy of no free pitching.

