



KALEIDOSCOPIC moments OF pleasure



Nature's Kaleidoscope

Seed and Bean Redesign 2014

DBA GOLD WINNER 2017

The UK's most ethical chocolate gets a mainstream makeover.

Seed and Bean isn't just about profits. It's about ethical business and responsibility for the environment. It has been making great tasting chocolate since 2005, all handmade in small batches in the UK.

But business was slow – nearly at a standstill, so we needed to boost brand impact and desire. We helped Seed and Bean clearly identify its special differences and create a brand look that commands the premium it deserves.

As a result of our rebrand strategy a new brand line was born: 'Kaleidoscopic Moments of Pleasure', to really drive awareness of the products unique and exciting flavour combinations, as well as giving the brand greater appeal to a wider audience.

What we did:

- Brand Strategy
- Visual positioning
- Brand Story
- Brand Identity
- Packaging Range
- Copywriting
- Point of Sale
- Press Advertising

Awards

DBA Design Effectiveness Award
GOLD Winner 2017

The Natural and Organic Awards
Winner Best New Packaging Design 2014

OFFICIAL CHOCOLATE PARTNER TO GLASTONBURY FESTIVAL



Gold Winner
DBA Design Effectiveness Awards 2017

dba



Results

As a result of the rebrand:
Now listed in Selfridges and the 50 top Waitrose stores across UK

Sales have more than tripled in 2 years

From 250K turnover to over 900K in the same period

Brand growth of around 145%

"I will always be grateful to Family (and Friends)" Jonathan Shorts, Managing Director, Seed and Bean

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Experience 21 bold flavours, 100% organic and handmade in England.

NOT ETHICAL CHOCOLATE BRAND

Available at: Abel & Cole, As Nature Intended, Better Food, Gloucester Gateway Services, Planet Organic, Selfridges, Westmorland Services, Whole Foods Market, speciality retailers and selected branches of Waitrose & W.H.Smith



www.seedandbean.co.uk