



Rooted in Time and tradition

Zaytoun CIC
Brand revitalisation

Brands can no longer simply rely on their ethical and fair trade credentials to compete. Identifying unique stories and benefits is essential.

We wanted to portray Palestinian produce as rare culinary gem, to market Zaytoun's produce as a taste experience for all people with novelty seeking palettes.

The new brand line 'Rooted in Time and Tradition' repositions the brand's produce around the idea of protecting ancient food wisdom, shifting the emphasis from solidarity for the region and people to a story about quality and luxury.

The packaging is designed to be seen as an elegant gift, or self treat, combining Anglo and Arabic graphical language.

- Brand positioning
- Brand line creation
- Packaging design
- Copywriting
- Brand guidance



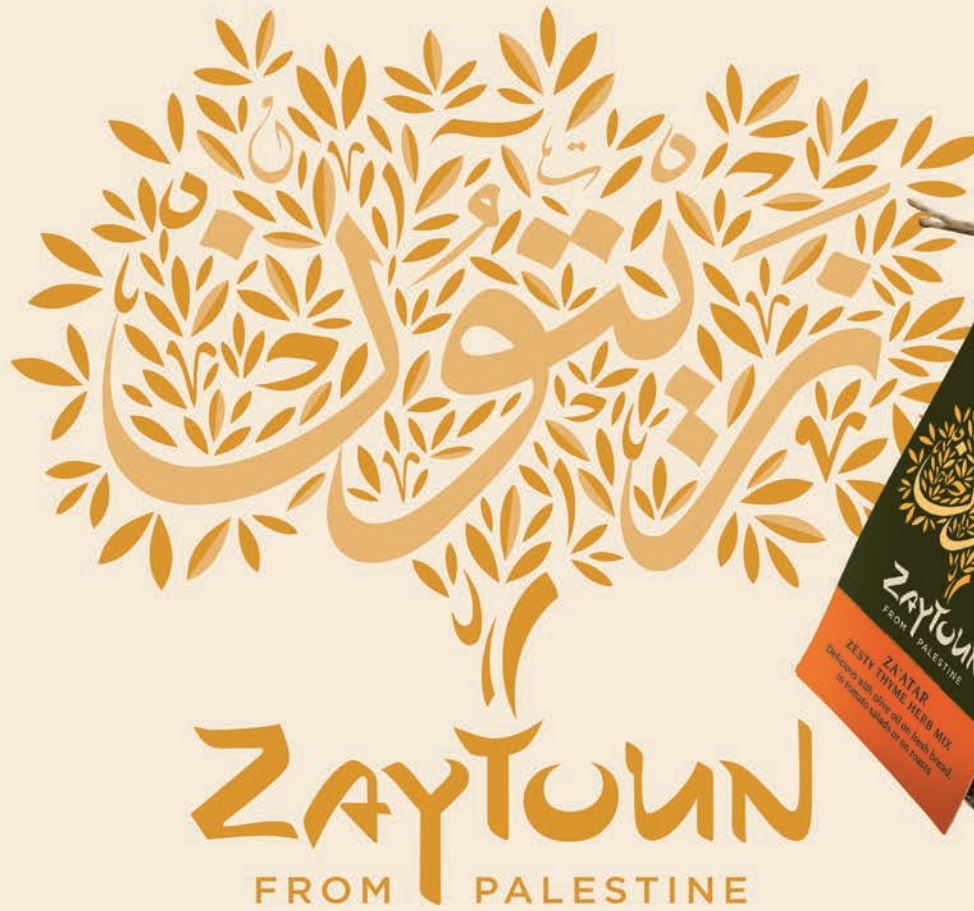
Results

Sales are on the increase for the brand, now having moved beyond listings in Oxfam and Wholefoods Market to Harrods and Selfridges.

"Thanks so much for what you've helped us achieve. We've come a long way!"

Manal Ramadam, Marketing Director, Zaytoun

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Zaytoun brings you the premium and authentic taste of Palestine; connecting you with a group of dedicated families who, for countless generations, have traditionally hand gathered their olives, dates and almonds. At the same time, lovingly preparing wholesome grains, pressing exquisite olive oils and blending delicious spices.

To find out about our great range of Palestinian artisan food visit www.zaytoun.org or call 0845 345 4887

