



A global mix of fair trade flavours

Geobar
Brand revitalisation

Some years back we conceived the brand line ‘Change The World one bite at a time’ for Geobar to help connect consumers directly with the positive impact of buying these fair trade products.

We’ve recently helped Traidcraft’s flagship retail brand reposition to reach a broader target of consumers looking for healthy, on-the-go snacks. Although sat in one of the most crowded categories in the multiples, Geobar has a unique proposition beyond taste and health – it’s the UK’s only range of Fairtrade® bars, with many ingredients sourced from all over the world by a pioneering team of experienced fair trade buyers.

This insight is brought to life through the re-imagining of the GEOBAR identity; textiles, flags and global patterns are woven into the new logo to add ‘local and natural flavour’, creating some real eye-popping shelf impact.

The new look is being kicked off on the new GEOBAR fruity range.



CHANGE THE WORLD ♡
— one bite at a time —



Brand Positioning
Revitalised brand Identity
Packaging graphics
Brand guidance

Results

New Geobar fruity has recently secured new listings in 195 of the larger Tesco stores, along with the regular ethical retailers and channels it can be found in.

More good news in the following weeks and months we hope.

