



Israel's new favourite dessert

Tnuva Dairies  
New Brand creation

Israel's largest dairy came to us with something of a secret mission to create an entirely new brand of real chocolate dessert.

Who knew that Israelis are such chocolate dessert fans? Our research trip to Tel Aviv and surrounding towns showed us just what stiff competition existed and the challenges facing introducing a new product to the category.

Working closely with Tnuva's insights and marketing team, we arrived at a name and positioning built around sneaking a peak around the door to for bidden indulgence!

Yolo, or 'you only live once' was chosen as a suitable brand name, along with bold graphics supporting the proposition. The brand look has been extended across a number variant products all with strong shelf blocking to compete in store.

Brand strategy partners  
Naming  
Visual Identity Creation  
Packaging design  
Art direction



Results

In the first 2 weeks of launch (prior to full above the line advertising breaking) almost all products sold out, resulting in a market share increase of 17.7%. Sales have been 200% higher than expected and has grown the chocolate dessert market as a whole by over 30%.

Yolo is now one of Israel's biggest selling dessert brands.

