

Brand

**IDENTITY
CREATIVITY
STRENGTHENING
OR STRUCTURE**



*A brand
can't be
democratic!*

*...it always
needs a
guardian*

*...which is more
of a marketing
than legal
matter.*

*If in doubt
always make it*

BIGGER!

Maggi

Como Siempre...
Tú y Maggi

NESCAFÉ®

全新
Latte

多點滑溜瀟瀟滋味，由掌心到舌頭，值得細味感受！

纖巧外型

感覺不一樣



Strong
brands
taste better!

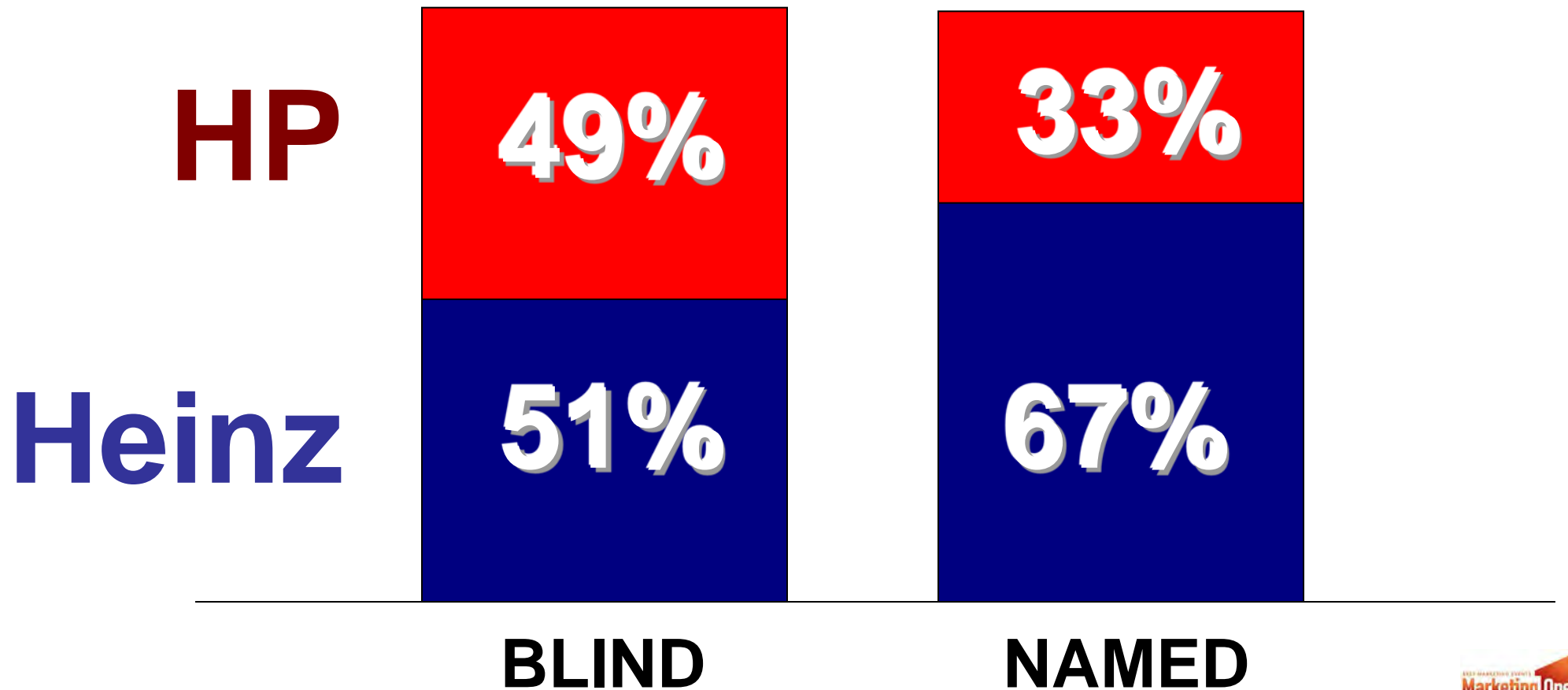
Strong brands
which taste
right
taste even
better!

Strong brands which
taste right consistently
backed by (all) media
and service
taste best of all

Known
wins against
un-known



Blind vs. Named Food Product Test









Brands should be like roadsigns:

- simple
- easily understood
- quickly recognized and remembered

We Recognise
Rather
than Read!

Ken Cato



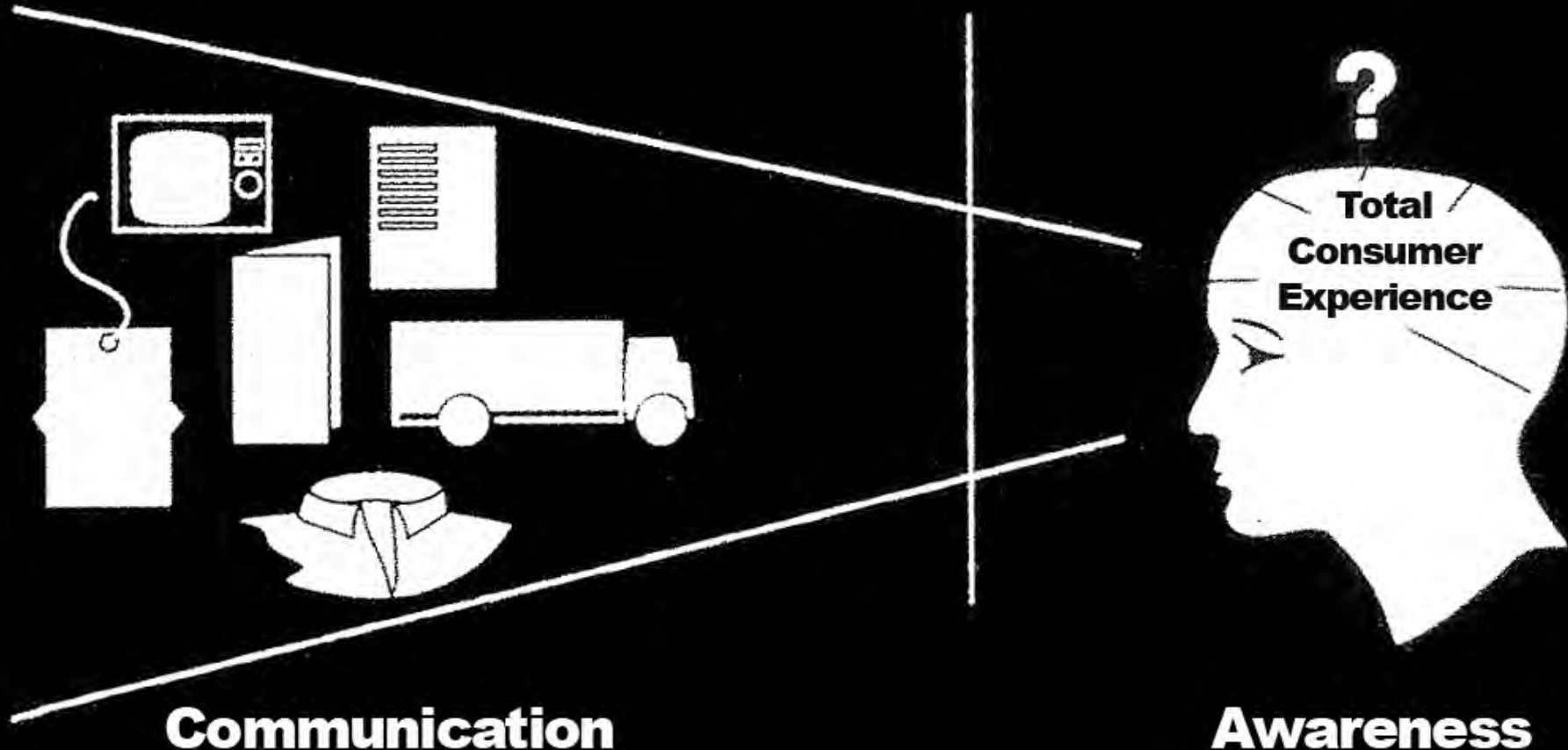
WOVON WERBEBER TRÄUMEN

Well known brands mean:

- confidence
- no risk-taking
- satisfaction
- quick recognition

Brand identity

Without brand identity, a brand does not exist

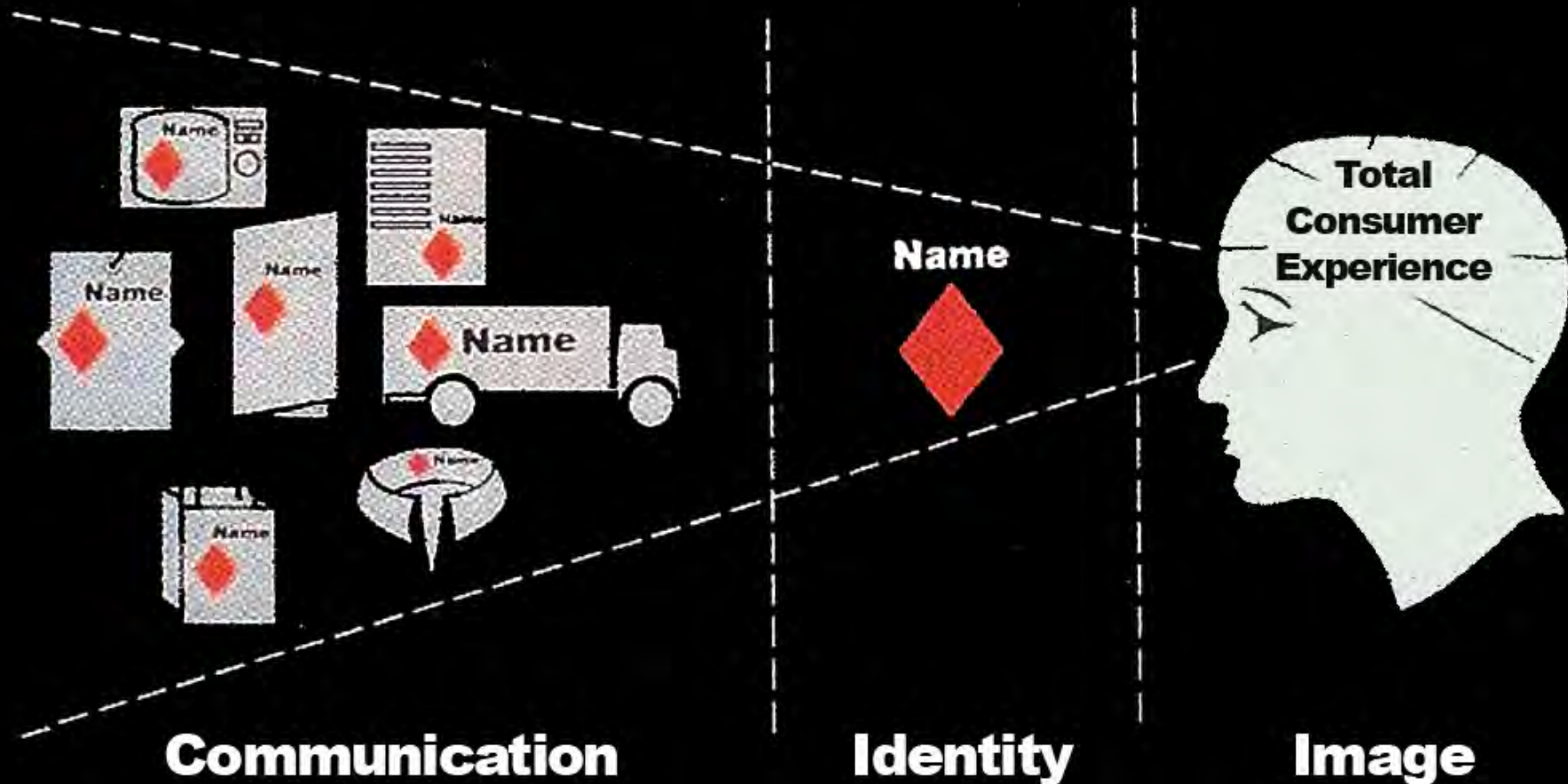


Communication

Awareness

Brand identity

The focal point for brand communications



Logotype

TOURTE
PARISIENNE

A stylized, brown-outlined illustration of the Eiffel Tower, positioned centrally and partially overlapping the letter 'P' in the word 'PARISIENNE'.

TOURTE
PARISIENNE



Tropical

The word "Tropical" is rendered in a large, bold, green font with a textured, moss-like appearance. The letter 'T' is integrated with a palm tree illustration, featuring green fronds and three orange coconuts. The letter 'i' is topped with a green, five-petaled flower.

Tropical

The word "Tropical" is displayed in a large, bold, solid green sans-serif font.





GREEN ISLE

THIN & CRISPY

GIGANTIC

Bacon Combo

A light & crispy pizza base covered with seasoned tomato sauce, topped with cheese, Canadian style bacon, pineapple, tomatoes & sweetcorn.

€2.49

UNBEATABLE VALUE!

NET WEIGHT 483g e



QUALITÀ
1° SCELTA
YELLOWFIN

AL NATURALE

INTERNO SMALTATO
APERTURA A STRAPPO

ESSELUNGA®

TONNINO

ESSELUNGA®

Questo prodotto aderisce al programma "Dolphin Safe" che garantisce la pesca dei tonni senza danneggiare i delfini.



3 SCATOLE DA 80 g cad.
PESO SGOCCIOLATO 56 g cad.
AL NATURALE



extrême®

Vanille

Pépites de Nougatine



6



**THE CHOICE
OF BRAND
NAME IS
IMPORTANT**



**STEVE'S
LEAVES**

A RUDDY GORGEOUS MIX OF
**WILD RED ROCKET
& MILDER LEAVES**
NATURALLY RICH IN FOLIC
ACID + A NATURAL
SOURCE OF VITAMINS A+C

WASHED
ONLY IN
**SPRING
WATER+**
READY TO
EAT

USE BY
KEEP ME IN THE FRIDGE
50g e

STORCK®



Werther's® Original

Bonbons
classiques
à la crème



Be creative
within the key
visual identity
or pattern



Nestlé®

KitKat®

FREE! 5th Finger

5 fingers for the normal price of 4

Have a break, have a KitKat

OPEN HERE





constant
change...

To remain
« top-of-mind »





TO MY DAD

e 400 g

SWISS MILK CHOCOLATE WITH HONEY AND ALMOND NO

T B L E R N

OF SWITZERLAND











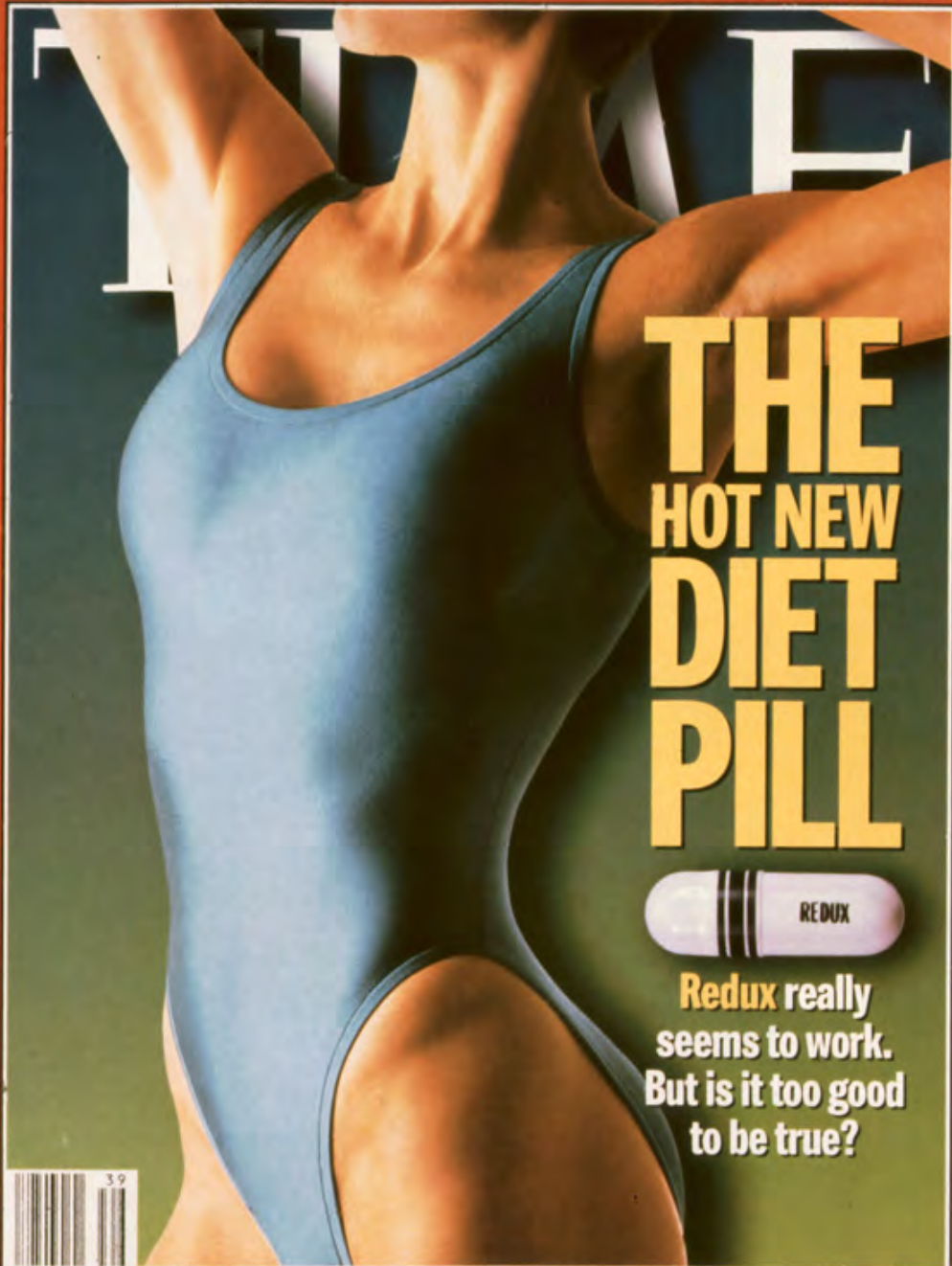
A blue circular button with a starry pattern. The word "with" is written in a white cursive font, and "LOVE" is written in a white bold sans-serif font below it. The button is set against a dark, textured background and casts a shadow to the left.

with
LOVE

A circular blue sign with a starry night sky background. The sign features the word "SWEET" in a bold, white, sans-serif font, and the word "moments" in a white, cursive script font below it. The background of the sign is a deep blue with numerous small white stars and two bright, curved white light trails. The sign is mounted on a dark, textured wall and casts a shadow to the left.

SWEET
moments

We don't need
the entire
logotype



THE HOT NEW DIET PILL



Redux really
seems to work.
But is it too good
to be true?



724404 1





It's gonna be a great day.

We've been making great days
for more people, for more years,
with more cereals than anyone.
Trust your morning to us.
We'll make it a great
day for you too.



Kellogg's

Marketing One

The
typography
must be
coherent



P R E S I D E N T ' S C H O I C E TM

'eat the
middle,
first! TM

CHOCOLATE VANILLA CREME COOKIES

**WARNING: THESE COOKIES ARE LIKELY TO BRING BACK
FOND CHILDHOOD MEMORIES!**



NET WT. 15.9 OZ 450 g

peuts
nois

*Iconic
pack designs...
Don't touch!*

ELLEGRINO

OTTIGLIAMENTO IN - MISE EN BOUTEILLE À - AUS DER S.PELLEGRINO

SAN PELLEGRINO TERME

(BERGAMO) ITALIA - ITALIEN

Carbimento
chimica Generale
Università di Pavia

..... 459,0
..... 239,0
..... 181,0
..... 57,5

EAU MINÉRALE NATURELLE
AVEC ADJONCTION
DE GAZ CARBONIQUE

NATÜRLICHES MINERALWASSER
MIT KOHLENSÄURE VERSETZT

Magnesio / Magnesium.....
Sodio / Natrium.....
Silice / Silizium.....
Potassio / Kalium.....
Nitrati / Nitrat.....

Residuo fisso a 180°C: 960 mg
Abdampfrückstand 180°C: 960

MINERALE NATURALE CON AGGIUNTA DI ANIDRIDE CARBONICA /
ADDITION DE GAZ CARBONIQUE / NATÜRLICHES MINERALWASSER MIT KOBLEN

S. PELLEGRINO



PÉTILLANTE - BRUISEND

Hommage à la dolce vita

MONTEILLE A - ABFÜLLBETRIEB IN 1Le SAN PELLEGRINO TERME (BERGAMO)

A very
special
case

The ABSOLUT® story



Tinctura
rhei amara



ABSOLUT
Country of Sweden
VODKA

*This superb vodka
was distilled from grain grown
in the rich fields of southern Sweden.
It has been produced at the famous
old distilleries near Åhus
in accordance with more than
400 years of Swedish tradition.
Vodka has been sold under the name
Absolut since 1879.*

40% ALC. VOL. 1 LITER
IMPORTED
PRODUCED AND BOTTLED IN ÅHUS, SWEDEN
BY V&S VIN&SPIRIT AB



TM & © 1994 V&S VIN & SPIRITS AB. ABSOLUT, ABSOLUTE BOTTLE DESIGN AND ABSOLUT CALLIGRAPHY ARE TRADEMARKS OWNED BY V&S VIN & SPIRITS AB.

ABSOLUT VIENNA.



www.MarketingOne.ru



TRINK! ABSOLUT VODKA IS GOOD. ABSOLUT ABSOLUTE DESIGN AND ABSOLUT CAUGHTY ARE TRADEMARKS OWNED BY V&S VIN & SPRIT AB.

ABSOLUT MILAN.



www.MarketingOne.ru

ABSOLUT
Country of Sweden
VODKA

*This superb vodka
was distilled from grain grown
in the rich fields of Sweden
has been produced
and distilled
in Sweden*



ABSOLUT MARILYN

©1995 THE ESTATE OF MARILYN MONROE. ALL RIGHTS RESERVED. *My Blue Heaven*™ MARILYN™ AND NORMA JEAN™ ARE TRADEMARKS OF THE ESTATE OF MARILYN MONROE.
ABSOLUT™ VODKA. PRODUCT OF SWEDEN. 40 AND 50% ALC/VOL (80 AND 100 PROOF). 100% GRAIN NEUTRAL SPIRITS. ABSOLUT COUNTRY OF SWEDEN VODKA & LOGO, ABSOLUT, ABSOLUT BOTTLE DESIGN,
ABSOLUT CALLIGRAPHY ARE TRADEMARKS OWNED BY V&S VIN & SPRIT AB. ©1995 V&S VIN & SPRIT AB. IMPORTED BY THE HOUSE OF SEAGRAM, NEW YORK, NY. PHOTOGRAPHED BY STEVE BRONSTEIN.
THOSE WHO APPRECIATE QUALITY ENJOY IT RESPONSIBLY.



www.MarketingOne.ru

Branding
"down the street"
is a must

PHILIPPE VERON





CHEVROLET

AFR 33D

Marketing One

www.MarketingOne.ru



Telephone

Coins & Cards

Nestlé®



**Have a
break**

VISUAL SPOKESMAN



**STILL AS TASTY
AS EVER**









Nestlé
Nesquik

Knusper-Frühstück
Céréales-Cereali

Nestlé
Nesquik

Nestlé
Nesquik

Nestlé
Nesquik

8
PORTIONEN/PORTIONS

La Vache qui rit



Streichschmelz
hergestellt in Fran
Mindestens haltbar bis
Zutaten: Käse, Wasser,
Magermilchpulver, Milche
E452, E331, E450, E339

Produit élaboré en France, gras
Préférence avant le
ingrédients : fromages, eau, beurre,
poudre, protéines de lait, sels de
E331, E450, E339, sel de cuisine.

So cremig, so gut!
Tendrement bon!

BRASIL

A GAROTA DO MÊS

Depois de muitas tentativas, finalmente conseguimos que ela posasse para seu enorme fã-clube. E mesmo assim com uma ressalva: "Posar sim, mas sem tirar as penas".

Alto-astel, famosa, gostosa, ela é uma das maiores modelos da televisão brasileira.

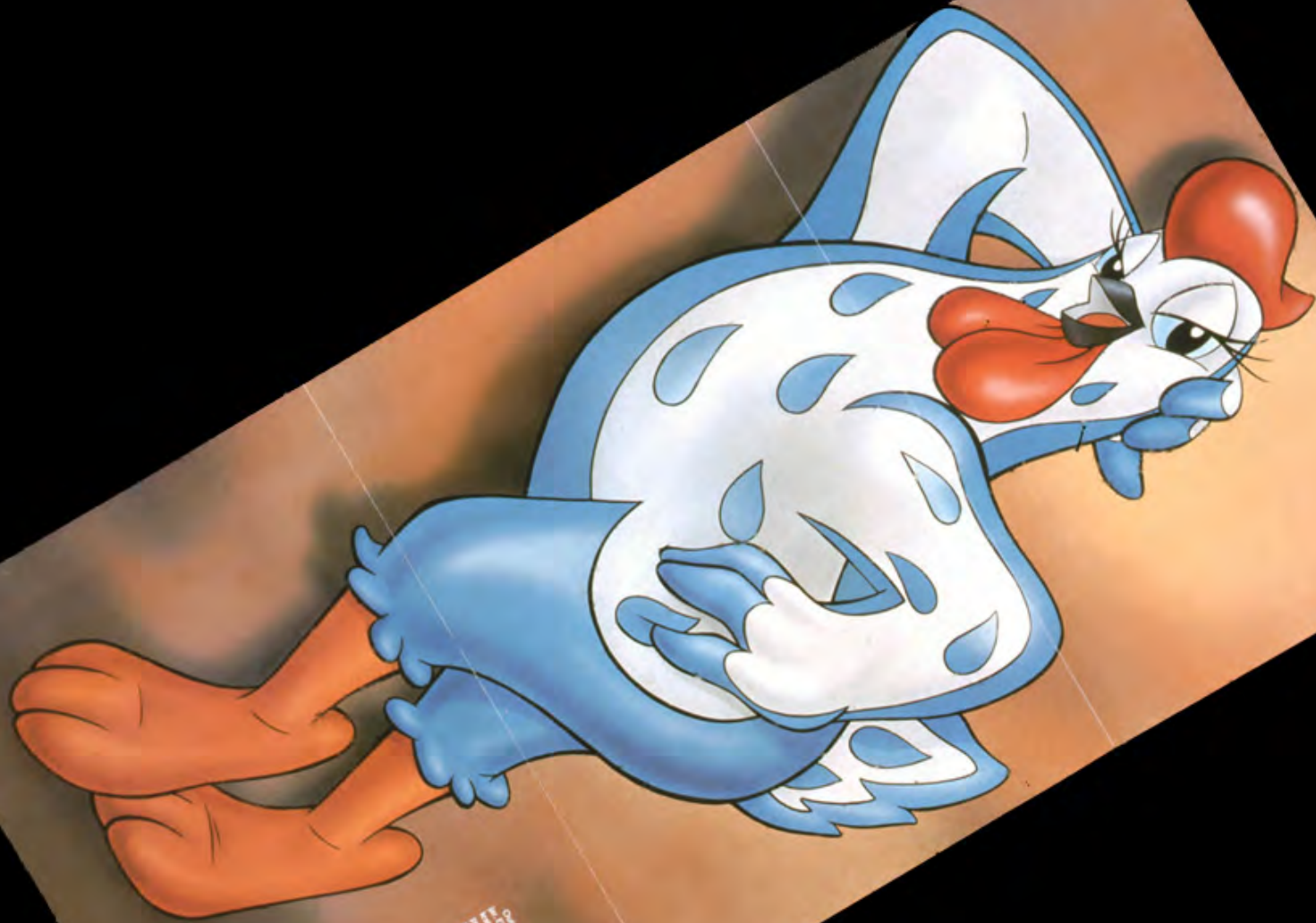




Com um contrato exclusivo e permanente com a MAGGI, vem atuando em todos os comerciais de caldo de galinha. Seu último trabalho foi o lançamento de um clueinho que está distribuindo milhares de prêmios a seus fãs. Fora dos estúdios de gravações,

esta requisitada TOP MODEL prefere o aconchego do lar, onde pode curdir o que mais gosta de fazer: cozinhar. Seus pratos prediletos são todos. Desde os mais simples até os mais sofisticados. Sua cor favorita é o azul e seu tipo, o nobre.





O Gallo Negro da Galinha Azul.



Galinha Azul é a melhor opção para quem quer garantir a qualidade e a segurança dos alimentos. O Gallo Negro da Galinha Azul é a melhor opção para quem quer garantir a qualidade e a segurança dos alimentos. O Gallo Negro da Galinha Azul é a melhor opção para quem quer garantir a qualidade e a segurança dos alimentos.

Brand colour



Bacetti
PERUGINA

12
Piccole
delizie
quotidiane







Coca-Cola
zero

SKYFALL
007

UNIQUEMENT AU CINÉMA

Coca-Cola
zero

SKYFALL
007

UNIQUEMENT AU CINÉMA

Coca-Cola
zero

SKYFALL
007

UNIQUEMENT AU CINÉMA

Coca-Cola
zero

SKYFALL
007

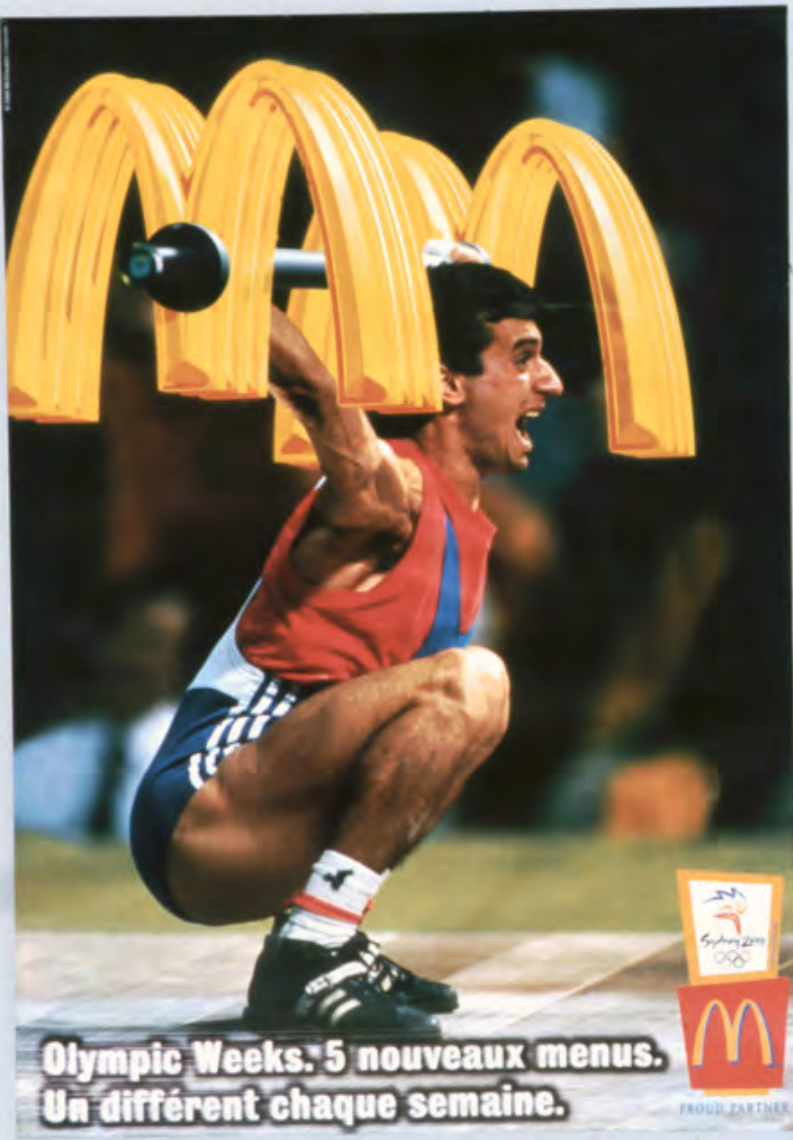
UNIQUEMENT AU CINÉMA

Brand letter



**Olympic Weeks. 5 nouveaux menus.
Un différent chaque semaine.**





**Olympic Weeks. 5 nouveaux menus.
Un différent chaque semaine.**



PROUD PARTNER



2 BIRTHDAY
3 CELEBRATE
PLEASURE



MAGNUM®

MINI

CLASSIC ALMOND WHITE

=60ml/50g
750kJ
180kcal
9%*
100ml:
1200kJ/290kcal
100g:
1500kJ/350kcal



6

Brand style

Apple iPod



apple.com/vchfr

 iPod+iTunes



Montreux dans votre poche.





un peu d'air sur terre


LACOSTE

AND MARKETING PARTNER
Marketing One

Product similarity









LIPTON LONDON



Lipton

YELLOW LABEL

FINEST TEA BLEND

Quality No. 1

LIPTON LONDON



Lipton

YELLOW LABEL

FINEST TEA BLEND

Quality No. 1



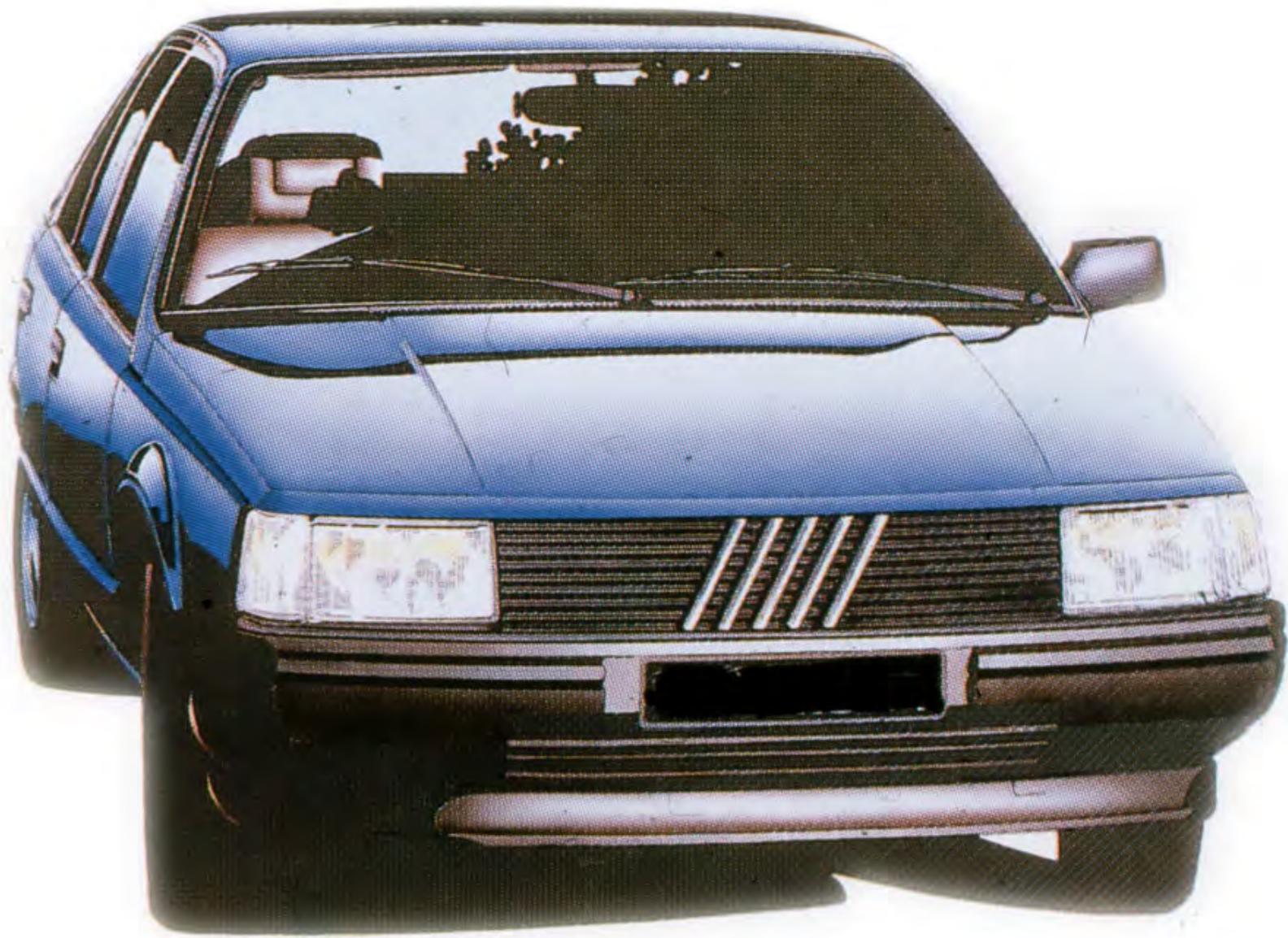
Plume de France

CLASSE A
PRÊT A CUIRE
SANS ABATS
avec l'arsen

G.I.E.
des VOLAILLES de
FRANCE



















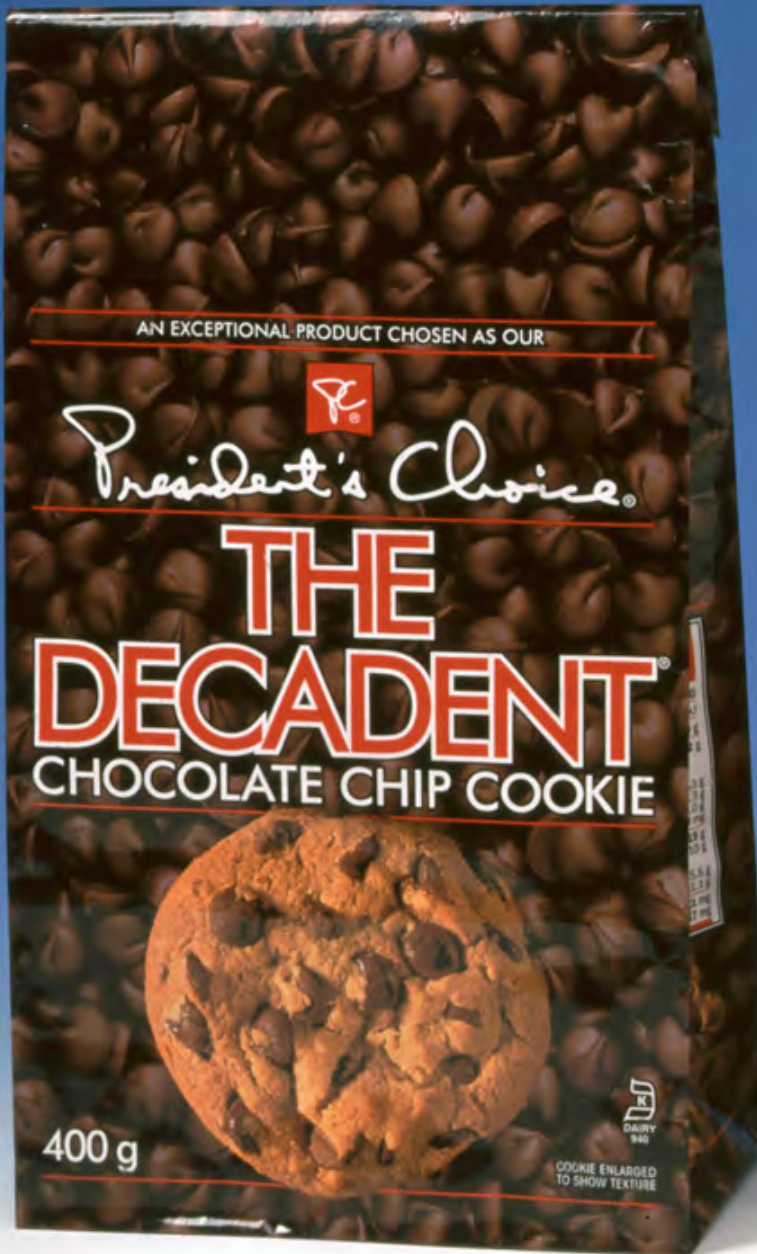
D. O. M.
CLOTILDE G. DE SOQUES
✦ MAR. 19, 1948
MIGUEL G. SOQUES SR.
SEPT. 17, 1927 † NOV. 10, 1987
RAFAEL V. SOQUE
OCT. 3, 1957 † NOV. 2, 1987
REQUIEPO DE TODO



12



Descriptive brand



AN EXCEPTIONAL PRODUCT CHOSEN AS OUR



President's Choice.

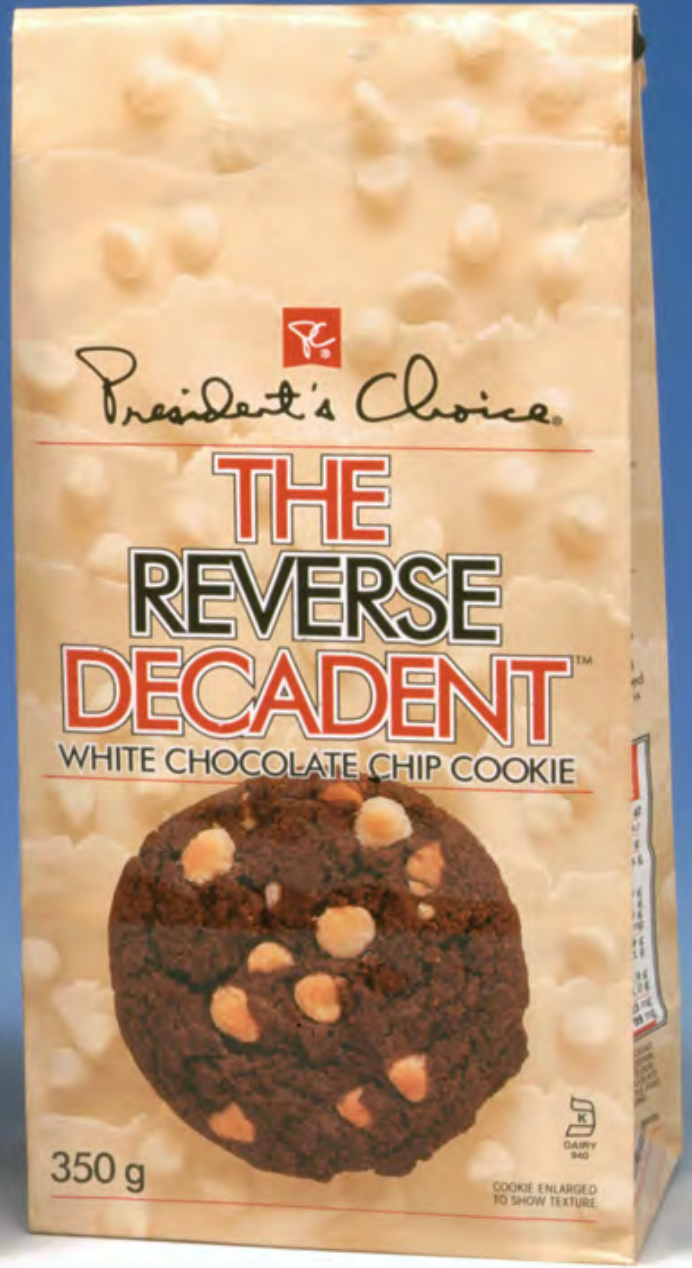
**THE
DECADENT**
CHOCOLATE CHIP COOKIE



400 g



COOKIE ENLARGED TO SHOW TEXTURE



President's Choice.

**THE
REVERSE
DECADENT**
WHITE CHOCOLATE CHIP COOKIE



350 g



COOKIE ENLARGED TO SHOW TEXTURE





I Can't Believe
It's Not
Butter!®

Hecho con
Suero de

70% ACEITE VEGETAL

Mantequilla Dulce

NO COLESTEROL

VER INFORMACION NUTRIMENTAL AL DORSO

Minarina con SAL



CONT. NET. 360 g

Utterly Butterly

St. Ivel

KB73658

®

BEST BEFORE: SEE SIDE
KEEP REFRIGERATED 2-5°C.

70% LESS SATURATED
FAT THAN BUTTER


Original - Made With Buttermilk



DOUBLE ACTION

Days-Ease®

PLUMBER SAVER™

LIQUID DRAIN OPENER 

CONTAINS COPPER SULPHATE TO HELP RETARD
ROOT GROWTH CHEWS THROUGH HAIR & GREASE

CAUSES SEVERE BURNS ON CONTACT.

POISON READ BACK LABEL CAREFULLY
KEEP OUT OF REACH OF CHILDREN

NET 32 FL. OZ. (1 QUART)



Brand extensions



SMIRNOFF.



**TRIPLE DISTILLED
FOR ULTIMATE PURITY**
50cl e 40%vol
DISTILLED UNDER THE FORMULA AND PROCESS OF
OF STE. PIERRE SMIRNOFF PLS. SUCCESSORS IN
PETERSBURG, MOSCOW, RUSSIA.

SMIRNOFF



ICE

VODKA
MIXED DRINK

SMIRNOFF



SMIRNOFF
A blend of pure
Smirnoff Red vodka with the
classic taste of lemon
SERVE EXTRA CHILLED
40%vol











Co- branding





EAU MINÉRALE NATURELLE AVEC ADJONCTION DE GAZ CARBONIQUE NATUREL
/NATUURLIJK MINERAALWATER MET TOEVOEGING VAN NATUURLIJK KOOLZUURGAS

MISE EN BOUTEILLE À - GEBOTTELD TE
SAN PELLEGRINO TERME (BERGAMO) ITALIE

S. PELLEGRINO®

SCINTILLE AVEC / SCHITTERT MET

BVLGARI

MINÉRALISATION CARACTÉRISTIQUE
CHEMISCHE EN FYSISCH-CHEMISCHE
SAMENSTELLING

Substances dissoutes dans un litre d'eau exprimées en mg/L
Substanties opgelost in een liter water, uitgedrukt in mg/L:

SO_4^{2-} 445,0 / HCO_3^- 239,0 / Ca^{2+} 179,0

Cl⁻ 54,8 / Mg^{2+} 52,0 / Na^+ 33,6

SiO_2 7,6 / Str^{2+} 3,0 / NO_3^- 2,9

K^+ 2,5 / F 0,5

Pavia, 05/05/2008

Dipartimento di Chimica Generale
Università di Pavia

Température de l'eau à la source

Temperatuur van het water bij de bron: 22,6°C

Conductibilité électrique spécifique à 20°C

Specifieke elektrische geleiding bij

20°C: 1149 µS/cm

Droogrest op 180°: 948 mg/L

Résidu sec à 180°



SAN PELLEGRINO S.p.A.
VIA LODOVICO IL MORO 35 - 20143 MILANO (ITALIE)

VERRE CONSIGLIÉ - MEIS STATEGIEND
A CONSERVER A L'ABRI DU SOLEIL ET DU GEL, DANS UN ENDROIT PROPRE, SEC, FRAIS ET SANS COURANT. NE PAS CONGELER.
TE BEVAREN OP EEN NETTE, KOELE, REINWOZE EN DROEGE PLAATS BESCHUT TEGEN DE ZON EN DE VORST. NIET INVREZEN.

PÉTILLANTE
BRUISEND 1L

10 2013 23
L1278087028

NOVITÀ

Nestlé®

Galak®

+ SMARTIES

5
BARRETTE

KRAFT

PHILADELPHIA

14%
Fett abs. / m.g.

Serviervorschlag /

Suggestion de présentation



mit / avec

Milka



150ge

30g
90 kcal
5% GDA*

The success
of a product, brand
or personality
can be measured
by the amount
it's imitated !!



The *Coca-Cola*[®] story





Brands belong to
the people who
use them...
not to the
manufacturer!

Have fun if
you can
control it!



Baumwollene, halbwollene und
halbleinene Gewebe.



N^o 14.

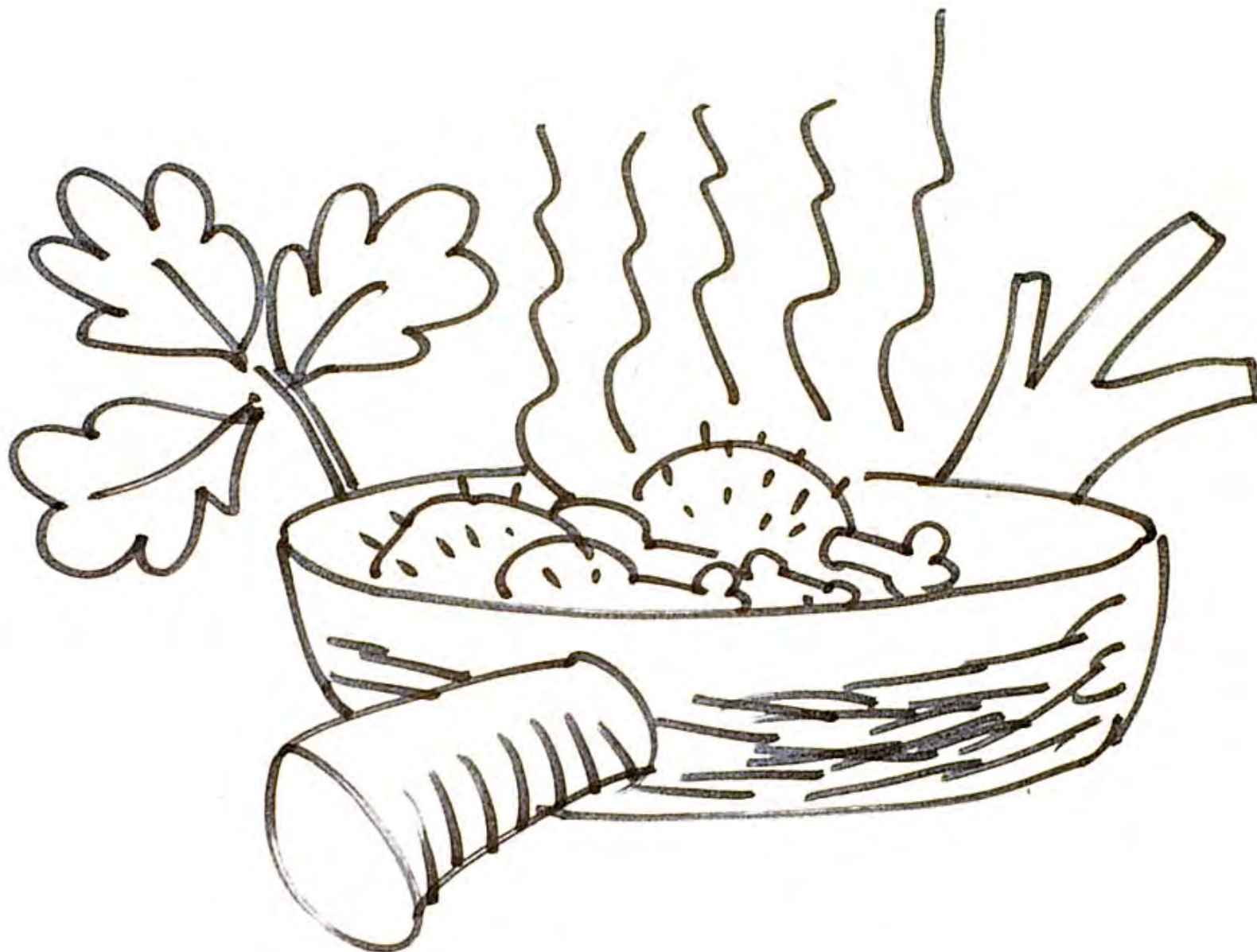
Henri Nestlé, Vevey.

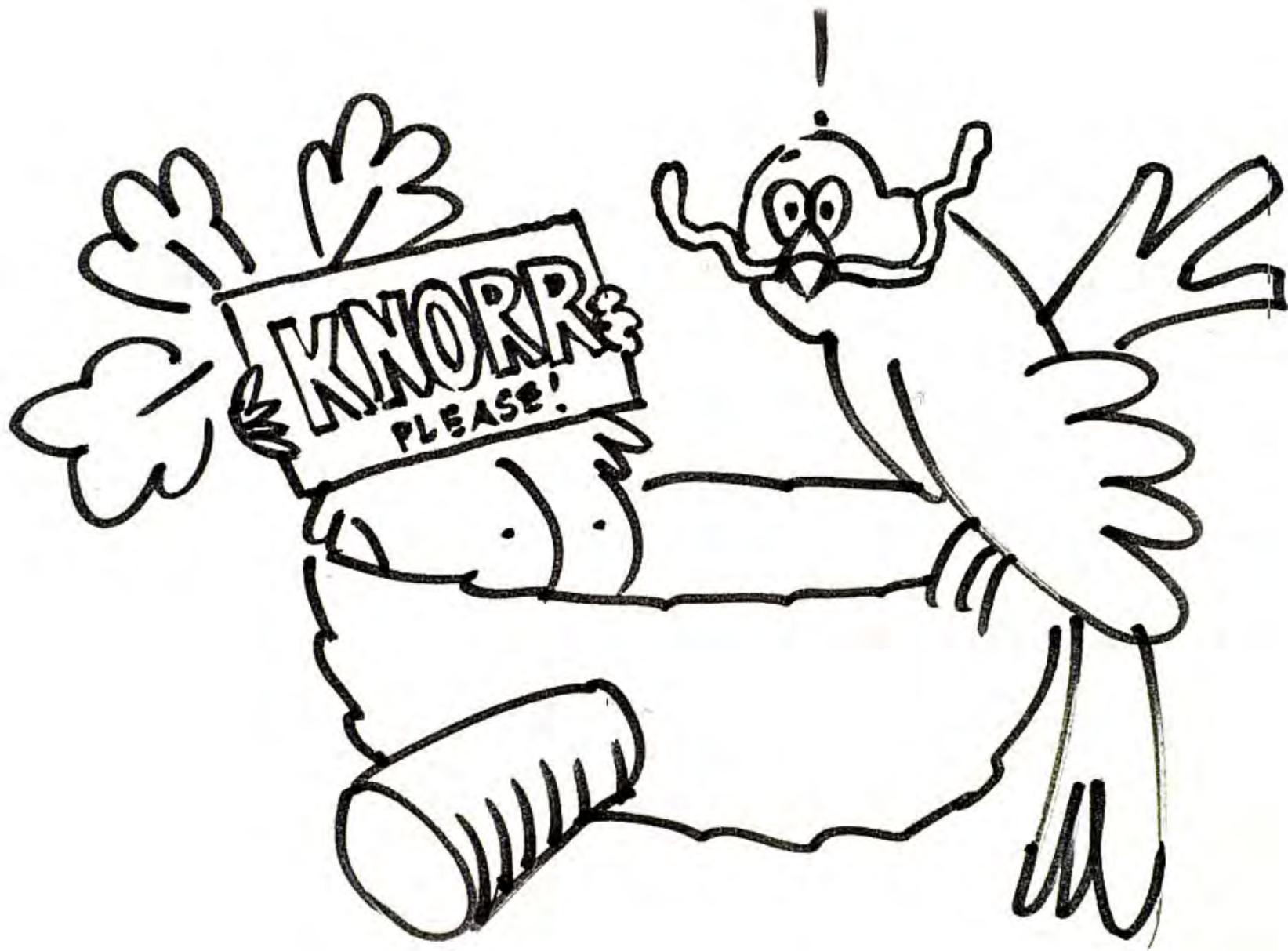
Lait condensé, farine lactée.



N^o 15.







« *To improve is to
change... to be
perfect is to
change often* »

Winston Churchill





We make
PRODUCTS

We sell
BRANDS

But consumers buy
SATISFACTION

**A PRODUCT CAN BE
COPIED BY
COMPETITOR.**

**A BRAND
IS UNIQUE!**

David Ogilvy

*The strenght of a
brand is only as
strong as the
product behind it...*

P. Brabeck

27.10.1998



BRAND



**IDENTITY
CREATIVITY
STRENGTHENING
OR STRUCTURE**

