

## CASE STUDY: MINUTE MAID NURTI-BOOST

Industry: Beverage

### Giving Juice a Boost

Minute Maid was looking for an opportunity to develop a wellness brand in the broader beverage market. They began the creation of a new drink that could offer a refreshing blend of milk and juice, mixed with added ingredients to provide 'nutrition assurance'. Coca Cola Minute Maid chose The Brand Union Singapore team to develop a visual identity system unique to their new product line, called Nutri-Boost.



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Singapore's challenge was to develop a system that would work across South-east Asia and China while still maintaining the Minute Maid Masterbrand attributes. The visual identity had to reflect the unique freshness and nutritional benefits this product line had to offer and also ensure it could carry across all future range or variant extensions.

**2010 COMPANY AND COCA-COLA SYSTEM HIGHLIGHTS**

Institute of Scrap Recycling Industries, Inc.

packaging polyethylene beverage up to 30% PlantBottle and from the

Welcomed 1.1 million guests the World of Coca-Cola in A our attendance expectation continuing economic challe

**Launched Minute Maid NutriBoost™ in Vietnam (locally known as Minute Maid Nutri Ngon-Khoe). This great-tasting dairy and juice drink, primarily targeted at young adults who enjoy an active and healthy lifestyle, is fortified with essential nutrients.**

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### Picking through the category codes

Taking on the challenge of creating a visual identity for the new Minute Maid product line, Nutri-Boost, the Singapore team dived deep into research to fully understand the various markets and competitive landscape of the beverage industry. Based on our findings and rigorous qualitative and quantitative testing, we were able to develop a design concept that balanced the nutritional and energy benefits of the drink while appealing to the predominantly male audience and observing existing Minute Maid visual guidelines. We also designed a flexible packaging architecture system that has allowed for easy pack navigation. A thorough set of guidelines was developed that clearly illustrates our visual identity system for all markets a platform the translation of our system into other communication channels



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### A new beverage category in the region

Since creating Nutri-Boost's main range of flavors, Orange and Strawberry, Minute Maid Nutriboost has successfully launched in Vietnam, with the other markets and line extensions likely to follow.

