

CASE STUDY: GLENILEN FARM

Industry: Consumer

Capability: Consumer Branding, Packaging

From small beginnings

Started by Val and Alan Kingston, Glenilen Farm are a small traditional dairy farm based in Drimoleague, West Cork. In 1997 Val began making cheesecakes and yoghurts for the local market. Since then they have grown from strength to strength and now they convert all of their milk into delicious products using only the best quality ingredients, reflecting their steadfast belief in the goodness of wholesome, natural food.



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Introducing Sally & Sue

Our challenge was to refresh the brand in a manner that attracted new consumers to Glenilen Farm products without disengaging the pre-existing consumer base. Also required was a tone-of-voice to allow the genuine, simple and honest nature of Glenilen Farm to be expressed on and off pack. At a practical level, the brand needed to reproduce well across a wide variety of pack formats, substrates and printing techniques. The new Glenilen Farm logo, 'Sally and Sue', drew provenance from 'Anniken and the Cows', a painting by Canadian artist Robert Duncan. The painting, which hangs in the farmhouse of Glenilen Farm, is a simple and honest portrayal of farming life and so aptly represents the Glenilen Farm brand. We developed pack designs and tone-of-voice to reinforce the repositioning of Glenilen Farm as producers of authentic farmhouse products. The design differentiated itself through a strong typographic style, the use of simple language, packaging formats and the reinterpretation of traditional dairy colors (blue and white).



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The crème de la crème

A recent success story of the food sector, Glenilen is at the forefront of Ireland's food exports and since the rebrand has managed to get their products into various prestigious British outlets, ranging from Selfridges and Harvey Nichols in London to Tesco, Waitrose and Wholefoods. Public response to the rebrand has also been extremely strong, with customers referencing the new packaging in many comments left on Glenilen's website and Facebook page

In December 2011 the rebrand work for Glenilen Farm won the coveted Grand Prix at the Irish Design Effectiveness Awards

