

JOY Fruit Drink



Dutch Lady Milk Industries started in Malaysia just after World War II and has since developed a strong loyal consumer base. Its dairy and fruit-based drinks are immensely popular, and have become well-loved national household brands.



discover

The issue – The JOY brand has been Malaysia's favourite UHT juice drink for many years. However as the market become more sophisticated and consumers more health conscious, so JOY's plain graphics looked increasingly outdated. The brand mark was blunt and unappetising while the fruit images looked tired and lackluster.

develop

Our solution – We created a brand new identity that reinforces the idea of natural juice taste. We retained the original red for the lettering but used a more powerful and stylish font. To this we included a simple green device for freshness and vitality. Improved printing techniques provide the opportunity for more realistic and appetising images. We built a strong colour scheme that allows the flavours to shine out from the shelf, and for the brand to compete in the future.

deliver

Sustainable impact – Joy added impetus and strength to the Dutch Lady Malaysia portfolio. From an unremarkable fruit juice, the product range now expressed the company's new direction towards providing better wellness and nutrition for its consumers.