

Greenfields



As Indonesia's leading milk exporter, Greenfields' rapidly developing retail channels (domestic and international) and their growing premium trade clientele face a number of challenges.

discover

The issue - Provenance. Indonesia is known for many great things but quality milk production is perhaps not one. Despite Greenfields' Australian cows local consumers believe that only imported milk is of premium quality. The packaging itself lacks shelf standout or appetite appeal. It simultaneously disappoints retail consumers as well as important trade clients such as Starbucks.

develop

Our solution - Abandon the accepted category language of black & white Frisian cows and create a distinct, fresh, impactful identity. With this change the previous dowdy cartons are radically transformed. Luscious meadow imagery conveys freshness and quality, appetizing product shots drive interest and end-user photography makes a more personal connection with consumers.

deliver

Sustainable Impact - A 25% increase in retail sales within three months of the launch; significant expansion in quality retail distribution; 100% retention of premium trade customers; dramatically improved customer quality perceptions and an rising belief that Greenfields is a truly an international brand.

