

Brand Strategy
Screen & Internet
Print & Literature
Retail & Signage

Naming
Packaging
Identity

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PaperOne™



April Fine Paper began operations in April 1998 producing quality paper in Indonesia. It has since grown to become a market leader. PaperOne™, its flagship brand, is available in more than 50 countries and is currently the only internationally marketed paper brand.

discover

The issue – Revitalise. A brand we developed 10 years ago was facing stiff competition. PaperOne's biggest rival had surged ahead in market share. On the company's 10th anniversary, we were commissioned to review and revitalise the brand across its markets in South East Asia.

develop

Our solution – We developed a strategic solution to reposition the brand that included creating a more aspirational tagline: "Bringing knowledge to life". To support this position and produce a greater impact, we designed an icon to introduce Colorlok® Technology, a world-class color print standard endorsed by HP and several icons to differentiate between the types of paper.

deliver

Sustainable impact – The revamped graphics had an immediate impact. Consumers understood the value proposition of PaperOne, now clearly distinguishable from its competitors. Market sales went up along with the overall market share of the brand.

