

B
BRANDIENCE

CINCINNATI
OHIO
AGLAMESIS
BROS. II
LIVE LIFE SWEETLY

Brand Refresh for Aglamesis Brothers
Premium Ice Cream & Gourmet Chocolates



LOGO



OLD

NEW



PINT PACKAGE



OLD



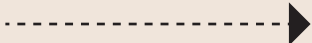
NEW



1 LB. CANDY BOX



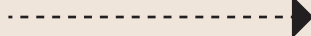
OLD



NEW



ADDITIONAL PACKAGING



OLD

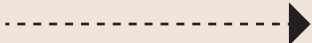
NEW



PARLOR RETAIL STOREFRONT



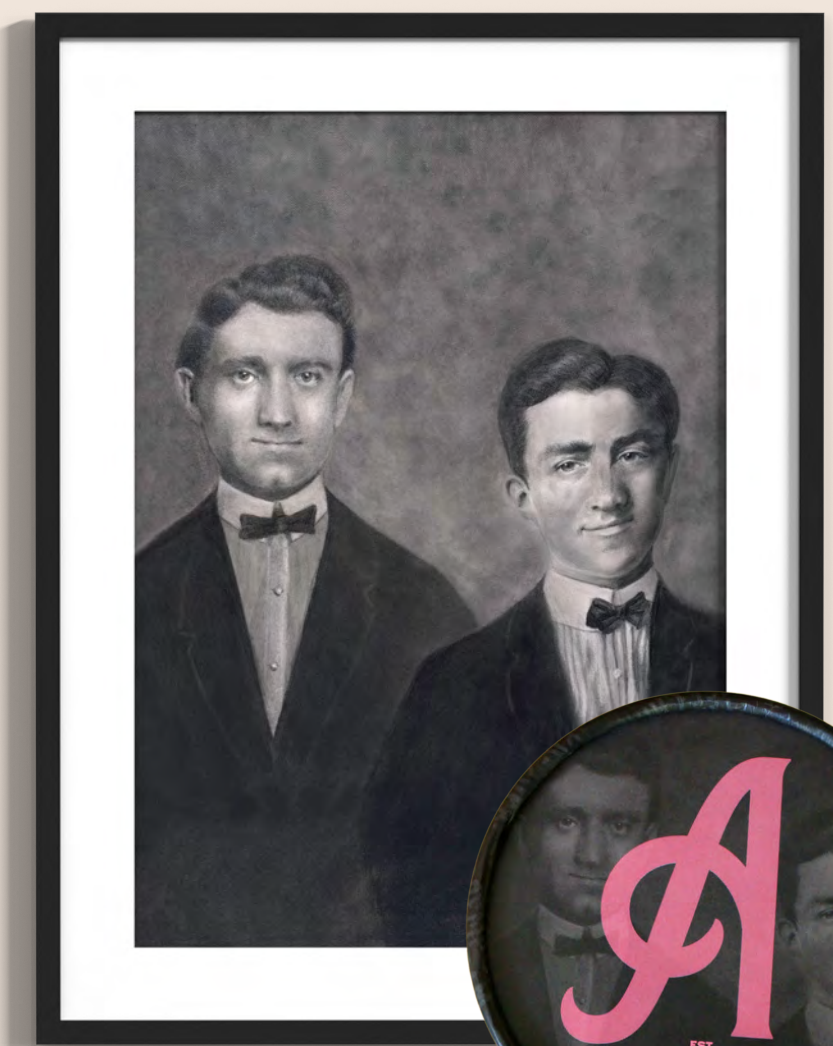
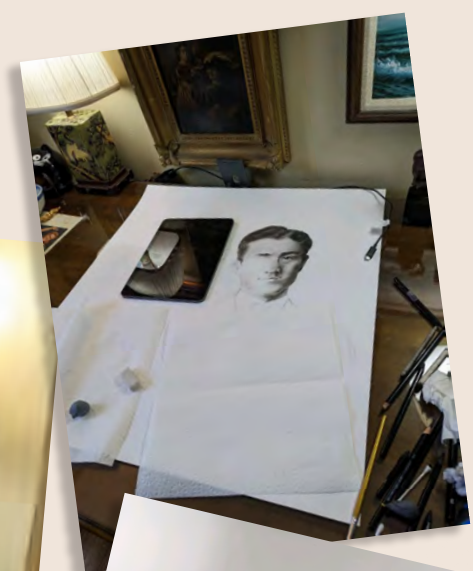
OLD



NEW



CUSTOM ILLUSTRATION



OLD

NEW



RESULTS

We were able to achieve our goals and objectives by:

- Contemporizing the brand while maintaining a strong connection to the heritage
- Elevating the Aglamesis Brothers within the brand design
- Creating a new brand story and incorporating a new tagline to communicate what they do and who they are as simply and efficiently as possible, since they don't have a big marketing budget
- Finding economical solutions to elevate the look and feel of the packaging material – moved from plastic to paper in budget which allowed for customization and better brand reproduction
- Moving away from manual stickering of flavors on pints saving operational time and improving efficiency
- Adding customizable nutritional panels to the pints
- Making the brand cohesive across all packaging touchpoints, as well as brick and mortar ice cream parlors
- Satisfying and unifying the second, third and fourth generations of Aglamesis' family members around new and improved branding, logo and packaging
- Garnering rave reviews from existing and new customers

