

ANTO' CASA
REX

CATEGORY
PACKAGING

SUB CATEGORY
BRANDED – FOOD

CLIENT
IFW

DESIGN CONSULTANCY
CASA REX

CURRENT DATE
JUNE, 2013

4.1.12

Anto'

peeled
tomatoes

DAL SOLE DI NAPOLI

CATEGORY
PACKAGING

SUB CATEGORY
BRANDED – FOOD

CLIENT
IFW

DESIGN CONSULTANCY
CASA REX

CURRENT DATE
JUNE, 2013

EXECUTIVE SUMMARY

(WORDCOUNT: 300)

Anto' is a traditional Italian canned food brand launched by Italian Food Worldwide in 2011.

The impact of the economic downturn in Europe has influenced purchase patterns amongst consumers by pushing them towards canned/ preserved food products, leading to increased growth in the canned food sector of the market. Whilst this means bigger sales opportunities, it also means more competition, especially for a new small company.

Anto's existing packaging lacked a distinctive identity and the main objective of the redesign was to capitalise on this market potential, both nationally and internationally, allowing the brand to stand out from its competitors and to attract new customers. It also needed to convey the quality and organic nature of its products, since feedback on purchasing decisions indicated that this was an important consideration for this target market.

“Along with the packaging, the brand logo was updated, resulting in a more appealing look - but without loss of recognition. And with a new colour palette and calligraphic signature, the new branding has managed to incorporate traditional aspects with fresh new artisanal touches. This blend of traditional and contemporary aesthetics has given Anto' a unique and sophisticated visual identity that truly captures the spirit of its Neapolitan authenticity as well as its premium quality” (Gustavo Piqueira, head of Casa Rex and the project's creative director).

The results have been overwhelmingly positive. The new image has turned Anto' into a much more appealing brand, with clear differentiation from its competitors. It is now aligned with a more international positioning and with today's aesthetics; to the extent where some consumers are even starting to keep the cans as collector's items.

So far it has surpassed expectations - showing a substantial 25% increase in sales and 20% in market distribution; unprecedented in the brand's history.

ANTO' CASA REX

CATEGORY
PACKAGING

SUB CATEGORY
BRANDED – FOOD

CLIENT
IFW

DESIGN CONSULTANCY
CASA REX

CURRENT DATE
JUNE, 2013

PROJECT OVERVIEW

OUTLINE OF PROJECT BRIEF

“The idea came to us last year when we realised that the labels in the market were more or less the same - same colours, same images. We wanted something different and more innovative.” (Antonella Esposito, Anto’)

The key objective was to increase Anto’s competitiveness within the canned food industry, ensuring that it would be seen not only as a quality food product, but also as a more relevant brand with increased consumer appeal.

The brand and its packaging had to be redesigned, introducing new visual elements, whilst still retaining the brand’s essence. The strategy behind the design was to give Anto’ a distinctive appeal that would allow the brand to increase customer awareness, stand out from its competitors and to strongly communicate the freshness, high quality and the organic nature of its products.

Targeting both the home market (Italy - well known for valuing its national food and traditions highly), as well as the international market (where Italian food has always been synonymous with taste and quality), the concept behind the project was to highlight Anto’s origins, creating a more artisanal look and feel, substituting the photographs for illustrations, and introducing new elements to cue its Neapolitan heritage.

ANTO' CASA REX

CATEGORY
PACKAGING

SUB CATEGORY
BRANDED – FOOD

CLIENT
IFW

DESIGN CONSULTANCY
CASA REX

CURRENT DATE
JUNE, 2013

PROJECT OVERVIEW CONT.

DESCRIPTION

Italian Food Worldwide was founded in 2009 by Antonella Esposito di Cesariello, a businesswoman with extensive experience in the food industry. The company's head office is based in Gragnano which is famous for its pasta and wine, and is situated in a very fruitful geographical region with a concentration of commercial enterprises that focus on the preservation of tomatoes, legumes and vegetables in cans and in oil.

IFW specialises in sourcing high quality products from Italy, which are packaged and sent to destinations all over the world. Supporting their professional and friendly team is a network of carefully selected partner companies, who provide high levels of quality and subscribe to common codes of superior hygiene and food safety standards.

IFW's own label brand, Anto', which was launched in March 2011, endorses their philosophy of providing not just pleasure to the palate but also of promoting a healthy balanced diet. The range consists of broad beans in tomato sauce, processed peas, red kidney beans, lentils, chick peas, white beans, borlotti beans, butter beans, small hillock tomatoes and peeled tomatoes.

Despite growth in the canned food sector, Anto's sales in 2012 remained static, which led to the decision for the update in order to maximise the brand's potential and opportunities within this market. Increased pressure from their distributors also contributed towards bringing about this change.

ANTO' CASA REX

CATEGORY
PACKAGING

SUB CATEGORY
BRANDED – FOOD

CLIENT
IFW

DESIGN CONSULTANCY
CASA REX

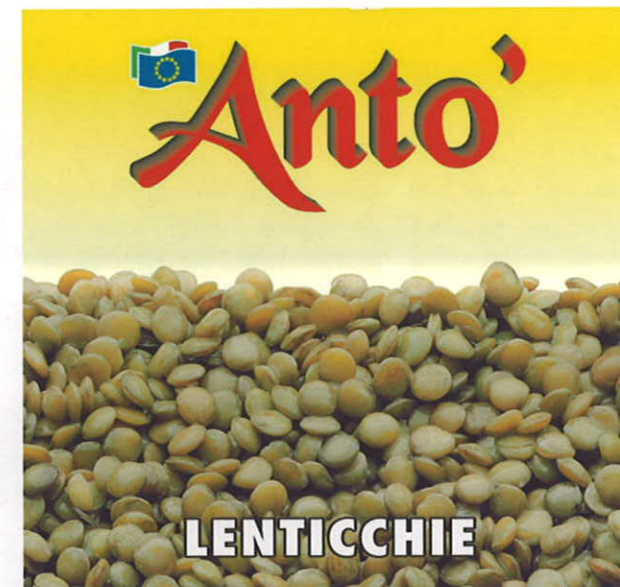
CURRENT DATE
JUNE, 2013

PROJECT OVERVIEW CONT.

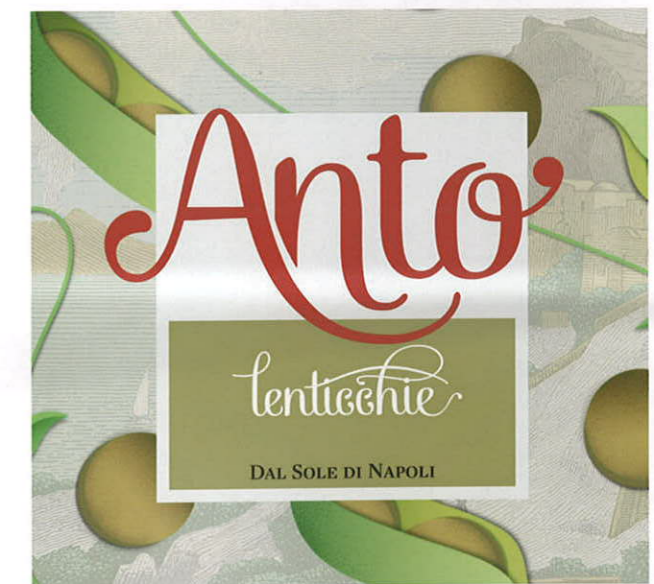
In view of this, Anto' required a new image which highlighted its special qualities, and this is where the design strategy came in. The goal was to not only make a more aesthetically pleasing identity, but also one that would make Anto' stand out from its competition. This was achieved by focusing on bringing out its key differentiator: its Neapolitan heritage.

Anto' also wanted the launch to take place before the IFE (International Food&Drink Event), because it is a key calendar event for the industry with many influential visitors and distributors attending each year. It is widely felt that it is a barometer of international markets and if a new product or label is a success here it will work anywhere.

PREVIOUS PACKAGING:



NEW PACKAGING:



ANTO' CASA REX

CATEGORY
PACKAGING

SUB CATEGORY
BRANDED – FOOD

CLIENT
IFW

DESIGN CONSULTANCY
CASA REX

CURRENT DATE
JUNE, 2013

PROJECT OVERVIEW CONT.

OVERVIEW OF MARKET

“As recession in Italy will take a few years to disappear, demand for cheaper products like canned/preserved food is set to still be appealing and with increased premiumisation and diversification of the category. The impact of the economic downturn influenced purchasing patterns across 2011 and 2012 by pushing consumers towards canned/preserved food products, along with a general shift towards cheaper ones. However, convenience in terms of practicality, versatility and saving time also remained important. Canned/preserved food, like many other packaged food categories, also profited, and from higher expenditure in the retail channels as families cut their spending on eating out, and from an increased competition overall that triggered a process of increased quality delivered that made canned products even more appealing.”
(states euromonitor.com)

Increased competition from other brands, and references, such as Napolina and Cirio also influenced Anto's decision to modernise the brand and to focus on showcasing its origins and quality more clearly and strongly.

It is important to note that multi-nationals with substantial marketing budgets dominate the canned food market. Anto' has no budget for any promotional activity, so its packaging is its only promotional tool.

PROJECT LAUNCH DATE
DECEMBER, 2012

SIZE OF DESIGN BUDGET
20.000 EUROS

ANTO' CASA REX

CATEGORY
PACKAGING

SUB CATEGORY
BRANDED – FOOD

CLIENT
IFW

DESIGN CONSULTANCY
CASA REX

CURRENT DATE
JUNE, 2013

PROJECT OVERVIEW CONT.

illustrations and background. For this reason, it has been placed in a “classic” square badge structure for the labels.

The packaging design was almost solely dependent on the product photography, which limited its visual appeal. So, new visual elements were introduced and properly aligned with its new positioning, cueing Italian tradition and heritage through a more artisanal aesthetic. The new illustrations are dynamic and fluid, giving the brand a more distinctive and engaging image, at the same time reinforcing Anto's strong tradition - by being superimposed over a background illustration of the Bay of Naples and Sorrento peninsula.

The variant differentiation, which was previously only apparent through the photography of the different ingredients, has been reintroduced into the brand's new square structure with new colour codes and an organic typeface, which are aligned with its ingredient illustrations, bringing about better range differentiation and a more distinctive and solid brand structure.

Still retaining the brand's essence, the design update has enabled Anto' to achieve its new positioning and to give it a much more exclusive and appealing image.



ANTO' CASA REX

CATEGORY
PACKAGING

SUB CATEGORY
BRANDED – FOOD

CLIENT
IFW

DESIGN CONSULTANCY
CASA REX

CURRENT DATE
JUNE, 2013

PROJECT OVERVIEW CONT.

OUTLINE OF DESIGN SOLUTION (WORDCOUNT: 334)

In order to achieve Anto's new positioning, the brand was modernised. Its key elements, such as the red colour, were kept in order to retain recognition, whilst its excessive colour effects were updated so as to create a cleaner and less cluttered look. The calligraphy has been reintroduced, with softer strokes and stem transitions, creating a unique appeal and introducing a look that is more handcrafted and organic, in line with its desired naturalness proposition. At the same time, the descending stem of the capital 'A' has been redesigned to make it more distinctive and the brand's apostrophe symbol has been integrated into the typeface, giving the brand more character.

As a final touch, a textured grainy effect has been applied, giving Anto' a new organic and nostalgic image that is more aligned with the brand's vision. In its application onto packaging, the logo had to maintain its strong identity and not clutter with the



ANTO' CASA REX

CATEGORY
PACKAGING

SUB CATEGORY
BRANDED – FOOD

CLIENT
IFW

DESIGN CONSULTANCY
CASA REX

CURRENT DATE
JUNE, 2013

OTHER INFLUENCING FACTORS

Anto' has no marketing budget for advertising and does no promotional activity other than exhibiting at trade shows. It therefore has to rely wholly on its packaging design and product offering for successful and increased sales. The design update has enabled Anto' to fully realise the opportunity and potential for the brand in a marketplace where there is a growing demand for more natural and healthier foods.

This year, in order to promote its new redesigned range, Anto' took part in the IFE (International Food&Drink Event) Trade Fair in London, where the new brand was a great success.

RESEARCH RESOURCES

All research and interviews were conducted by IFW.

ANTO' **CASA
REX**

CATEGORY
PACKAGING

SUB CATEGORY
BRANDED – FOOD

CLIENT
IFW

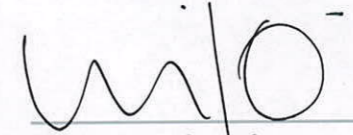
DESIGN CONSULTANCY
CASA REX

CURRENT DATE
JUNE, 2013

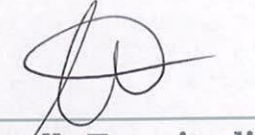
DECLARATION

ON BEHALF OF
CASA REX

ON BEHALF OF
ANTO'



Gustavo Piqueira
Head of Casa Rex



**Antonella Esposito di
Cesariello**
Owner

CASA REX
Unit 305, Quality Court
Off Chancery Lane
WC2A 1HR
London
United Kingdom

ITALIAN FOOD WORLDWIDE
Via Civano, 6
80054
Gragnano (NA)
Italy

contact@casarex.com
+44(0)1273.778.268

a.esposito@ifwsrl.com
+39 081 801 12 53

CATEGORY
PACKAGING

SUB CATEGORY
BRANDED – FOOD

CLIENT
IFW

DESIGN CONSULTANCY
CASA REX

CURRENT DATE
JUNE, 2013

SUMMARY OF RESULTS

INCREASED LEVELS OF ENGAGEMENT

Consumer feedback indicates that customers are now keeping the empty can after use, as a decorative item for around the home, showing that the engagement between the product and the consumers is much stronger than before.

“The brand is becoming an icon” (Antonella Esposito).

IMPROVEMENTS IN CONSUMER ATTITUDES OR BEHAVIOUR

Heritage and authenticity are very important for Italian consumers, who rate and value their own production and products highly. In this context, the new label has been receiving very positive reactions, not only because of its charming aesthetics, but also due to the fact that it has given the brand a true visual identity, as can be seen in the following comment: *“The label is attractive, it draws attention for its innovative design but at the same time its simplicity together with its predominant colours: green, red and white call to the mind the authenticity and genuineness of Italian products”* (Consumer Interview)

IMPROVED RECRUITMENT

The increase in sales has also resulted in the growth and expansion of the company as a whole. In the last few months, a new export manager has been employed to look after new clients and to achieve the new sales targets; and there is now also an additional team member in the admin department.

IMPROVEMENTS IN STAFF MORALE

The project has resulted in improved interaction and communication between the company and its employees, helping to build a stronger sense of pride and ownership, as everyone was involved in the process. *“All our staff got involved in this project and everyone participated with great interest and enthusiasm.”* (Antonella Esposito)

ANTO' CASA REX

CATEGORY
PACKAGING

SUB CATEGORY
BRANDED – FOOD

CLIENT
IFW

DESIGN CONSULTANCY
CASA REX

CURRENT DATE
JUNE, 2013

SUMMARY OF RESULTS

INCREASE IN SALES

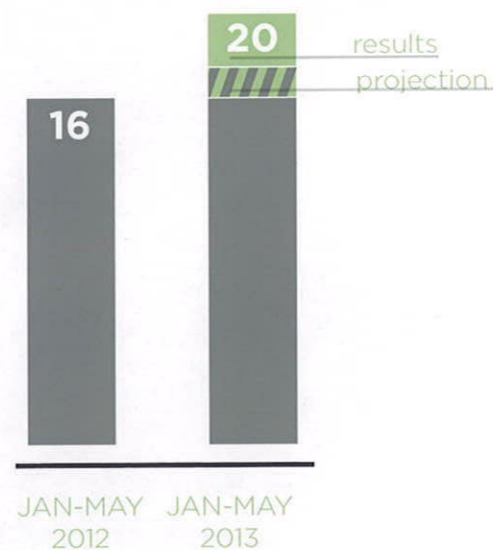
6 months prior to the redesign sales had been constant, and Anto's expectations for improvement for the 4 months following the launch was to be up by 8% based on sales from the same period in 2012.

The actual result was a 25% sales increase (80/20 exports / Italian market) - equivalent to approximately 50.000 Euros - exceeding their expectations by 17 percentage points.

Between January 2012 and May 2012 they sold 16 containers at an approximate value of 200,000 Euros, and from January 2013 to May 2013 they sold 37,000 cartons (equal to 20 containers), at an approximate value of 250,000 Euros.

A unique result in the short history of IFW, according to the MD, Antonella Esposito. The company is expecting to increase sales volume by 60% over the next 12 months (the equivalent of 96 containers per year estimated at approximately 1,200 000 Euros).

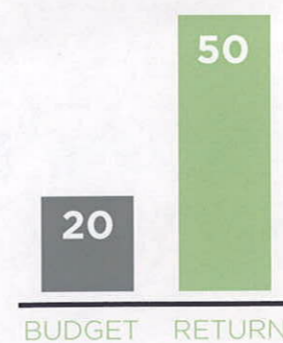
SALES (in number of containers)



INCREASES IN MARKET DISTRIBUTION

Anto' saw a 20% increase in marketing distribution. In just a few months after its launch, the redesign has helped leverage new distribution in the main national supermarkets (Italy) and extended distribution of existing SKU's in the regional ones (Campania, Calabria).

RETURN (in thousand euros)



Internationally, the new Anto' range has begun distribution in the UK (on-trade market) following its success at IFE London (International Food & Drink Event) and the brand has also consolidated its presence in Saudi Arabia, Egypt, Portugal and Brazil.

ANTO' CASA
REX

CATEGORY
PACKAGING

SUB CATEGORY
BRANDED – FOOD

CLIENT
IFW

DESIGN CONSULTANCY
CASA REX

CURRENT DATE
JUNE, 2013

Anto'

peeled
tomatoes

DAL SOLE DI NAPOLI