

SPECIAL EASTER
EDITION 2012

CASA
REX

CATEGORY
PACKAGING

SUB CATEGORY
BRANDED – FOOD

CLIENT
BRIGADERIA

DESIGN CONSULTANCY
CASA REX

CURRENT DATE
JULY, 2012

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EXECUTIVE SUMMARY (WORDCOUNT: 232)

Brigaderia's Special Easter Edition 2012 moves away from clichéd design, by re-creating advertising prints from the 1950's and the 1960's, using 'brigadeiro' sweets as the focal point.

At such commemorative times of the year when brands tend to use similar visual codes, there is nothing better than moving away from clichés. So, Casa Rex have taken Brigaderia — a Brazilian confectionery store that sells “brigadeiro” sweets — back to more nostalgic times, by adapting vintage advertisements that had previously promoted popular products (such as margarine, soap and even television sets - all of which, have nothing to do with brigadeiros); and replacing them with images of the sweets.

“By combining the brand's vibrant visual universe and positioning the brigadeiros into the vintage ads, the visual identity becomes a pictorial representation of old advertising set within a new context. Fun and certainly unique.” comments Gustavo Piqueira, head of Casa Rex, who was the creative director of the project together with Samia Jacintho.

“Our clients and all our associates were delighted with such creative packaging designs created by Casa Rex.”
says Taciana Kalili, the owner of Brigaderia.

The final collection consisted of presentation boxes that hold either 12 brigadeiros or 6 mini chocolate eggs, as well as trays for big eggs, brigadeiro squeeze tubes and stickers for individual packs. The design consultancy has also created gift tags featuring the copy from the Special Easter Edition prints.

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PROJECT OVERVIEW

OUTLINE OF PROJECT BRIEF

The objective was to develop a Special Easter Edition 2012 for the Brigaderia company to promote their “brigadeiros” — a popular sweet in Brazil, very similar to chocolate truffles but made by mixing sweetened condensed milk, butter and cocoa powder together — and to promote their new product, specially developed for the festive season: a chocolate egg filled with brigadeiros.

It was necessary to create a visual identity that could be extended to a wide range of different packaging:

→ Sleeves for the brand’s patterned presentation boxes that hold 6 mini chocolate eggs

→ Carton presentation boxes with sleeves that hold 12 brigadeiros or 6 mini chocolate eggs

→ Carton trays for big chocolate eggs

→ Brigadeiro squeeze tubes - 60g/28g

DESCRIPTION

Brigaderia opened its first store in 2010 and since then it has become very well known for its innovative products and packaging in the “brigadeiro” and confectionery market in Brazil.

In 2011, looking for a partner design consultancy that could help them to create new interesting concepts for their packaging designs, Brigaderia began to work with Casa Rex.

With the intention of launching a Special Collection in commemoration of this year’s Easter, Brigaderia hired the design consultancy to work on the project.

The new series had to move away from how designs for Easter are usually portrayed as well as being innovative within the confectionery category.

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PROJECT OVERVIEW CONT.

OVERVIEW OF MARKET

Easter is one of the most important Catholic events in Brazil, like Christmas. Brazilians take the whole week off to celebrate with their families during the “Semana Santa”, Holy Week.

At this time of year, normally in April, families and friends get together for celebratory lunches and dinners and it is common practice to give each other sweets as gifts. Typically in Brazil, these would be eggs filled with chocolate, sold commercially by sweet stores and supermarkets.

To celebrate this date in 2012, Brigaderia launched a Special Easter Edition of brigadeiros in addition to introducing a new product: a chocolate egg filled with brigadeiros – the perfect match.

PROJECT LAUNCH DATE

April 2012

SIZE OF DESIGN BUDGET

R\$15.800 (aprox. £5,000)

OUTLINE OF DESIGN SOLUTION (WORDCOUNT: 120)

By taking advertising prints from the 1950's and the 1960's as inspiration and using the brigadeiro as a focal point, Casa Rex has achieved a unique packaging concept, that moves away not only from other traditional Easter Special Editions but also from the rest of the festive season universe.

→ NOT ANOTHER EASTER EDITION CLICHÉ

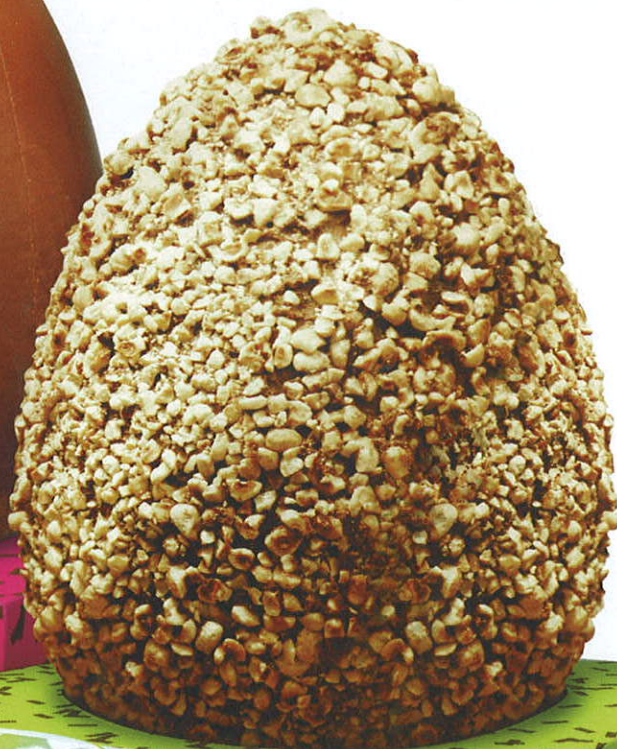
Replacing old products with brigadeiros created an unexpected concept that moves away from traditional Easter clichés.

→ UNIQUE AND NOSTALGIC

By combining vintage advertisements with vibrant colours and patterns, the visual identity becomes a pictorial representation of old advertising, linking Brigaderia to more nostalgic times.

→ IDEAL GIFT

Discreet branding, varied patterns and gift tags with commemorative messages, make this packaging ideal for gifting purposes.





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SUMMARY OF RESULTS

INCREASE IN SALES

During the Easter season, Brigaderia's sales increased **70% compared to previous months.**

15.000 boxes of 12 brigadeiros and other

12.000 boxes of 6 brigadeiros were sold in April.

→ **A total of 60% of the whole product mix!**

INCREASE IN MARKET VALUE

→ **Wholesales increased from R\$550/£175 thousand per month to R\$950/£300 THOUSAND!**

IMPROVEMENTS IN STAFF MORALE

"Our clients, staff and partners were delighted with such creative packaging designs created by Casa Rex. They were also very enthusiastic about this huge increase in sales." says Taciana Kalili, the owner of Brigaderia.

REDUCTIONS IN MANUFACTURING COSTS

→ **The company's productivity has increased by 10%.**

→ **Due to the growth of acquisition manufacturing costs have decreased by 18%**

INCREASES IN MARKET DISTRIBUTION

The products have been distributed throughout the 10 branches of Brigaderia stores, located in São Paulo shopping Centers and aimed at A/B social classes. In addition, there has been a huge increase in requests for special orders by clients.

→ **60.000 people visited the stores in just one month!**

→ **A huge increase of 50% comparing to the same period of the previous year.**



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SUMMARY OF RESULTS CONT.

INCREASES IN MARKET SHARE

Brigaderia gained **R\$8.000.000 / £2.540.000** for the 2012 Easter Season; while competitors earned only **R\$3.000.000 / £952.000**

→ **Almost 3 times more!**

CHANGE IN SPENDING PATTERNS OF TARGET MARKET

According to Brigaderia, there was a representative increase in purchases from the middle income groups (B/ C+).

This was due to the new packaging design and the pleasant in-store experience offered within the Brigaderia stores.

IMPROVEMENTS IN CONSUMER ATTITUDES OR BEHAVIOUR

Brigaderia has received extremely positive feedback from consumers:

“I love the Easter concept, how the packaging is presented. The brigadeiro taste, wow! I cannot compare it. Just wonderful... Congratulations for the attention to detail, it's so pretty.” Helena Ferreira, consumer — received by email.

“Your brigadeiro boxes are so beautiful, on the same level as your delicious and unique brigadeiros. With love and kindness!” Denise Goulart, current consumer testimonial from Brigaderia's Iguatemi Mall store.

IMPROVED RECRUITMENT

5% of the total amount of revenue was invested in staff training and qualifications.

→ **Staff turnover rates have decreased from 10% to just 2%.**

“Based on the great staff motivation and results we had during the Easter production, we've implemented a new Human Resources programme; and for next year our aim is to increase our productivity by 20%.” says Taciana.

OTHER INFLUENCING FACTORS

The Special Easter Collection developed for Brigaderia did not have any external communication. The only element that could have generated consumer appeal and interest to buy was the packaging itself, since this was visible exclusively inside Brigaderia stores only.



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