



The previous identity was difficult to reproduce in certain printing methods such as one color or screen printing. The new identity is based on brand best practices to work in any type of medium with an easy to recognize symbol and typography. The symbol represents and supports the tagline, "Master Frappettier."

- 1: Brand visual map (1994-2007), new flavor categories and palette, business card - clean layout with foil stamp for added elegance
- 2: Tradeshow creative
- 3: Retail package development: Coffee and tea mix targeting the consumer market; metallic materials and vivid colors raise attention on the shelf

## :: CAPPUCCHINE

Cappuccine, a leader in the frappe and blended drink market, approached Copia Creative as their brand was inconsistent and losing recognition in the industry. Competitors with cohesive brand attributes were gaining more recognition, maximizing retention, and increasing sales. Having gone through repeated creative changes over the past 13 years, Cappuccine needed a partner that could streamline and bring consistency and meaningful connection to their brand.

### PROFILE:

Cappuccine is a trendsetter in gourmet frappe beverages, having invented the ice blended coffee drink in 1991. Now, with an extensive product line of flavors, Cappuccine beverages are served globally in coffee houses, restaurants, specialty chains, hotels, and more.

### GOALS:

- Develop a brand identity for Cappuccine that is definable, speaks to the gourmet market, and allows for cost-effective printing
- Create strong, consistent communication pieces to serve as a marketing vehicle and extend the brand experience
- Steward brand consistency and cohesiveness throughout marketing campaigns and collateral
- Establish key messaging to position the quality of Cappuccine products and ingredients
- Develop new retail channels incorporating brand assets and consumer buying behavior
- Increase sales through a consistent brand experience, strategic planning, and expansion of the Cappuccine name and products into distributor networks, retail stores, e-commerce, and gifting

### PROCESS AND STRATEGY:

Copia Creative commenced with a comprehensive brand review of Cappuccine's history, assets, and business goals. Our review extended to a thorough competitive analysis designed to position and differentiate Cappuccine within the industry. We then developed a brand strategy to include a clean, elegant identity, key branded collateral, and targeted messaging to speak to the unique attributes of Cappuccine products.

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Visual Brand Map: Copia Creative performed an extensive brand analysis to leverage and build upon success



evaluation, a new brand direction was developed including defined flavor categories with corresponding color palette, corporate fonts, and consistent look and feel



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★ 2009 Creativity Annual Awards

#### CREATIVE SOLUTION:

Prior to Copia Creative, Cappuccine's brand identity had been dark and incorporated non-standard practices resulting in increased printing expenses and lack of clarity in certain instances. To begin with a solid and memorable market experience, Copia designed an identity based on best practices to harness the Cappuccine brand promise and company vision while taking into consideration cost-effective printing across all formats.

Copia Creative followed with a product hierarchy and vibrant color palette to identify, categorize, and draw the eye to the Cappuccine line of products. New messaging and a tagline were introduced to capitalize on Cappuccine's expertise in the frappe beverage industry. Corporate identity materials were also developed to enable a cohesive brand in all facets of the business.

Building on the brand, core pieces were created to extend the brand experience and gain market share including single-serve packaging for retail outlets, a business-to-business brochure, flavor collateral, and creative to maximize industry recognition and sales at global tradeshow. Each element navigates a path towards the Cappuccine vision with standards and practices to establish and build a name, recognition, and manage market perception communicating the breadth and depth of quality products and ingredients. As part of establishing the brand attributes, Copia Creative organized and directed a photo shoot to bring life to the signature Cappuccine drinks and continue to reinforce their originality among competitors.

- 1: On-site Branding Poster Campaign to highlight all drink flavors.
- 2: Tradeshow experience, art direction, and management
- 3: Corporate Brochure: unique tri-fold shape holds flavor and recipe inserts

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★ 2009 Communicator Awards Gold winner

#### RESULTS:

Cappuccine has thus far benefited from consistency in their brand and in our partnership. The business has become more educated to the value and benefit of brand management towards achieving business outcomes. As we develop consistent marketing touchpoints and messaging that aligns the target audience and improves the management of resources, Copia and Cappuccine anticipate a strong fiscal year both domestically and internationally where customer retention and sales continue to increase as we guide on a path to cohesiveness and bring more consistent branded pieces into the marketplace.