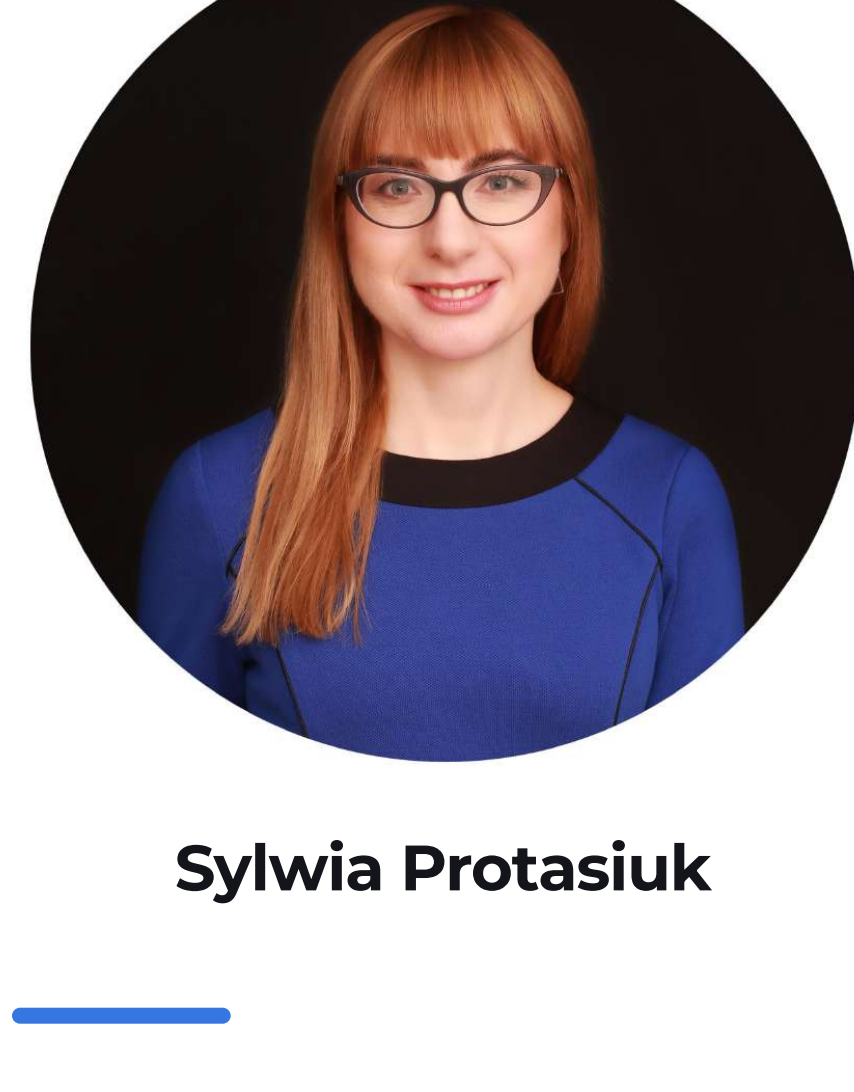


Tartare brand

brand image relaunch

Marketing Case Study



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My roles:

Brand Manager
Project Manager
Team Leader

Duration:

07.2019 - 09.2021

Due to Non-Disclosure Agreement (NDA) case study without digits



Summary

Tartare brand image relaunch is multidimensional project deployed to refresh the brand's design to **premiumize it and increase the value of market shares**.

For this purpose, market analysis and brand health check were carried out, as well as qualitative and quantitative research of category users to create a **new brand identity** tailored to target group needs.

As a result, an **innovative design** was created delivering the premium character of the brand through strengthening Tartare's image attributes which boosted their volume due to increase purchase intent.

Project scope

Tartare is a niche & the most premium brand on fresh cheese market targeted to taste lovers with above-average net income who are less price-sensitive. Tartare differentiates from the competition by original aromatization emphasized by fantasy names as well as brand benefits: indulgence, best quality and uniqueness. Nevertheless, premiumness is underdelivered by design.

Tartare relaunch enabled not only to justify consumers that the brand is really worth its premium price but also gain high profit.

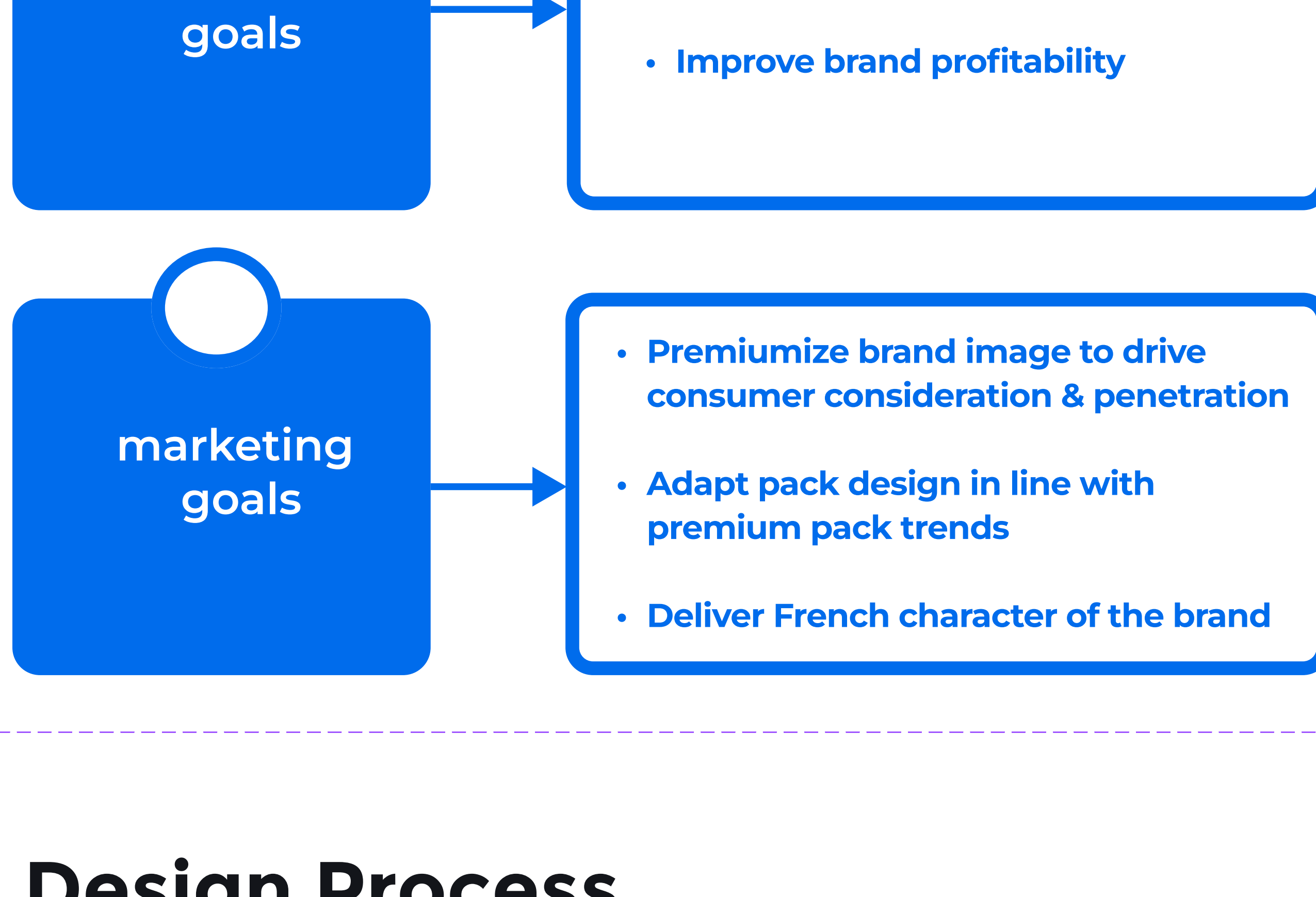


Problem statement

Tartare packaging was not premium enough to justify price positioning. Moreover, also logo underdelivered the premium character of the brand. Consumers needed to be re-ensured why they should pay more for Tartare.

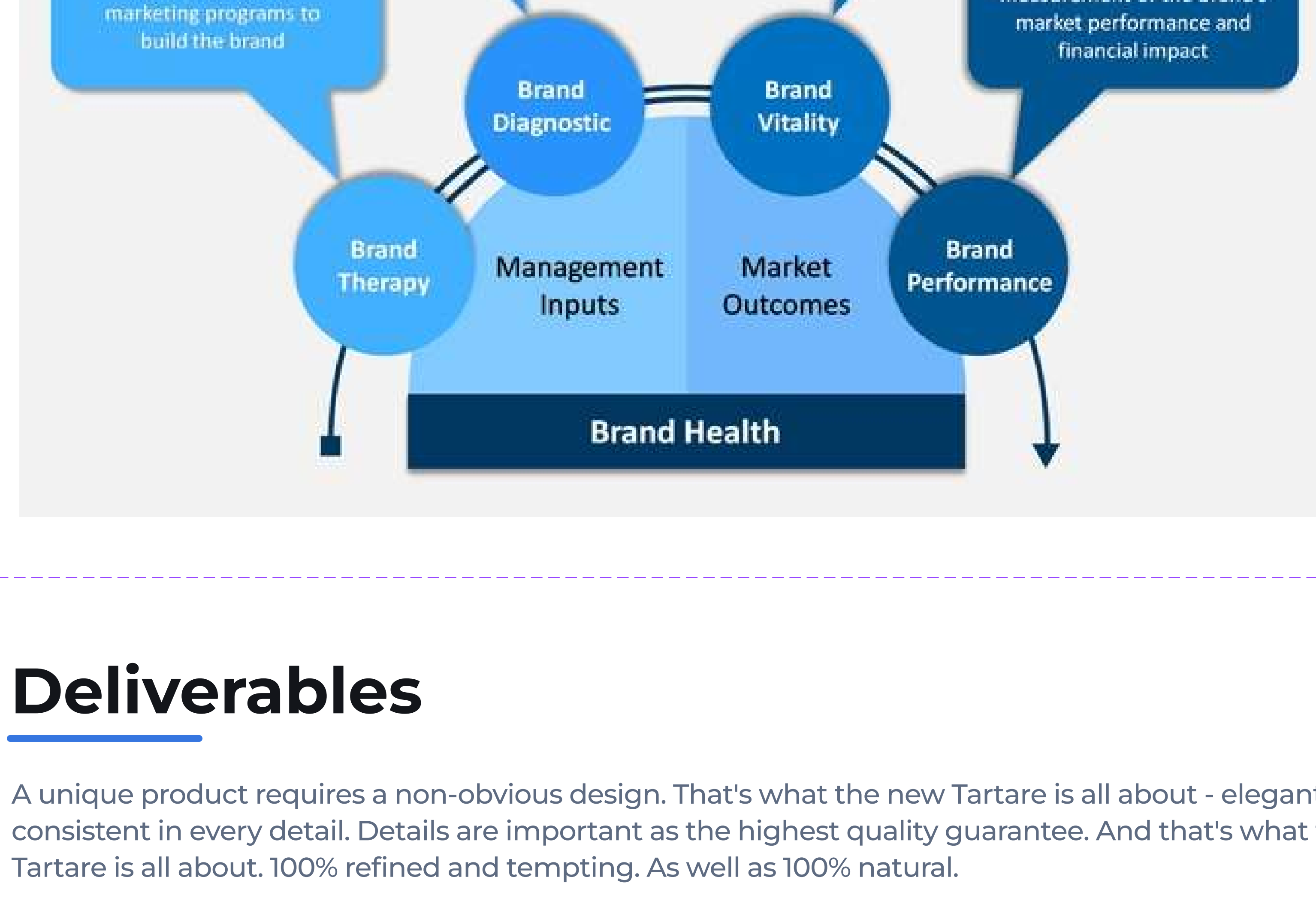


Goals



Design Process

In the first step, **brand health check** and **market analyses** were conducted. According to insights derived from them, a packaging brief was prepared. As a consequence, 3 different variants of artworks were tested in **qualitative and quantitative research** to create new packaging tailored to target group needs. Final artworks were tested once again with amendments from the previous phase of research and finally recommended to launch with the detailed strategy of portfolio enlargement, building distribution, and marketing support.



Deliverables

A unique product requires a non-obvious design. That's what the new Tartare is all about - elegant, sublime, and consistent in every detail. Details are important as the highest quality guarantee. And that's what the new Tartare is all about. 100% refined and tempting. As well as 100% natural.

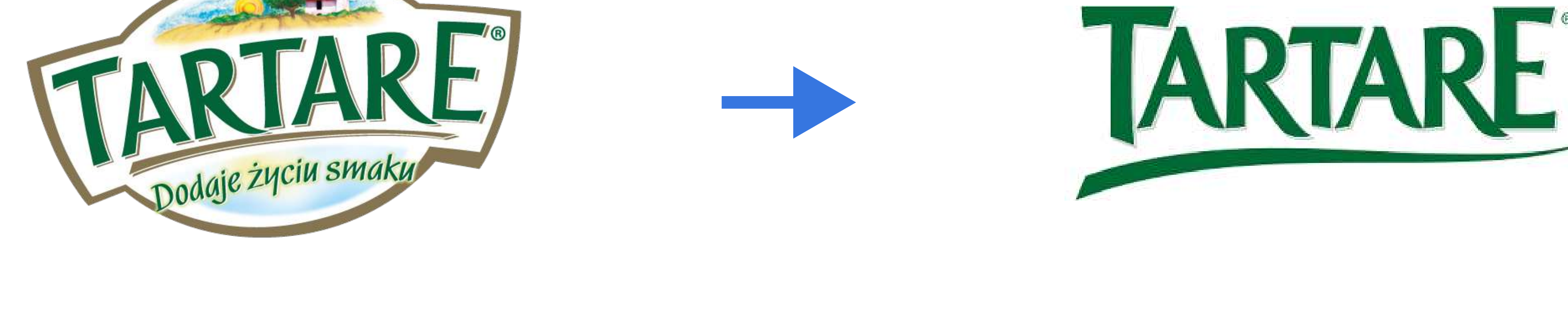


An **innovation in the category** was delivered - removing the image of the sandwich from the packaging enable to focused on the ingredients of the product, which, like the brand itself, are unique and tempting.

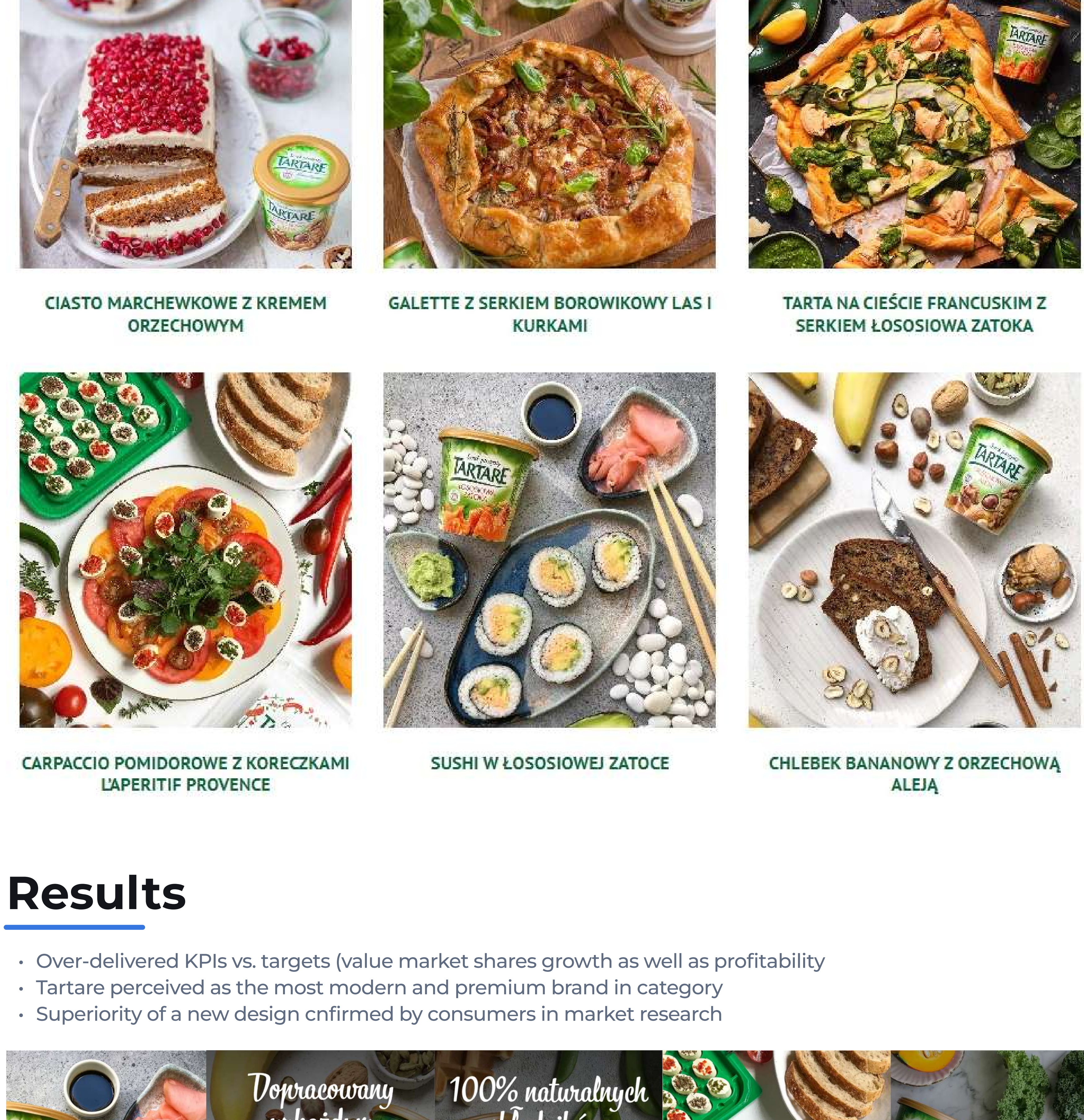
The first fiddle on the cup is played by the taste and its seductive intensity, the second one – by green colour as a link to brand recognition. It refers to nature, as well as "100% natural ingredients" icon.



The brand gained a **new logo** consistent with other European countries. It emphasizes the international character of the brand and modernity with a hint of elegance.



After relaunch **marketing campaign** was deployed to build refreshed image of the brand. Creative idea referred to brand claim "Taste every sense/ Smakuj każdy zmysłem" with link to new design - "now in new packaging/teraz w nowym opakowaniu". It consisted of digital communication (social media, display), trade support (ads in retail chains leaflets) and PR activities.



Results

- Over-delivered KPIs vs. targets (value market shares growth as well as profitability)
- Tartare perceived as the most modern and premium brand in category
- Superiority of a new design confirmed by consumers in market research



Thank you!

I really appreciate for your time and consideration. Do not hesitate to share your feedback.

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