



Case Study: Swiss Valley Farms

## Dairy Packaging Redesign

For more than 50 years, Swiss Valley Farms has been a farmer-owned, four-state cooperative with a strong Midwestern presence. After working with the client to modernize the brand positioning and develop a new logo and tagline, Directions implemented the redesign across a range of its core dairy products.



### Challenges:

- Create a self-contained brand logo that reproduces effectively and uniformly across a variety of package shapes and sizes, using a range of printing techniques
- Design product packaging that achieves brand consistency and creates the appeal of a brand family on the retail shelf
- Implement designs that apply accepted color-coding for dairy products
- Add premium appeal to the overall look of the products, enabling the line to compete at retail with leading brands



### Results

- New packaging clearly communicates product contents for immediate recognition and greater product appeal at the shelf
- Cohesive brand look supports the client's positioning as a strong regional provider of high-quality dairy products
- Retailers responded positively, resulting in expanded distribution with both existing and new customers

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Directions is an integrated marketing communications and packaging agency with more than 50 years of experience in connecting clients' brands with their customers. To learn more and explore how Directions can help your business connect, contact Kay Halbrook at [khalbrook@directions.com](mailto:khalbrook@directions.com).

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