



Case Study: Swiss Valley Farms

## Orange Juice

For more than 50 years, Swiss Valley Farms has been a farmer-owned, four-state dairy cooperative with a strong Midwestern presence. After modernizing its brand positioning, logo and tagline and implementing the new look across a range of traditional dairy products, Directions created new carton designs for its 100% pure orange juice.



### Challenges:

- Design a visually impactful, higher-end carton that competes on the shelf with well-established national brands
- Incorporate the newly designed logo to leverage strong regional brand trust and wholesome image

### Results

- Updated photography and design communicate freshness, pure ingredients and high quality
- Designs clearly depict regular and calcium-added varieties to attract health-conscious consumers

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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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