



Case Study: Swiss Valley Farms

Icy Springs Water Label Design

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 design across a range of dairy products, Directions developed a label for a new bottled water, helping the client make its entry into a new segment.

Challenges:

- Incorporate the newly developed logo, leveraging the strong regional brand trust and reflecting core values that resonate with consumers of bottled water
- Communicate the sense of refreshment associated with natural spring water without diminishing the value of the established dairy brand

Results

- Labels effectively communicate the product identity and establish a clear brand association with its trusted dairy line, resulting in an effective launch into a new product category for the client
- Icy Springs water is distributed in 20-ounce and gallon sizes through grocery and foodservice vendors across the Midwest



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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.

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