

Danone Global consistency and brand growth



What needed doing

When baby nutrition companies Danone and Numico merged, they ended up with an impressive but unwieldy portfolio of brands spread across 35 countries. They had a choice: rationalise everything into a single global brand, or keep them running separately. Each brand had its own history, consumers, market quirks and visual identity. So a single design that resonated with each market was going to be a challenge.

The other issue was that while their milks brands were in growth, their foods brands were static. This is because milks' specialist role gives them a much more loyal customer base than foods, which has the entire rest of the category to compete with as soon as mums are ready to wean their children. A bridge was needed to guide mums seamlessly from milks to foods, keeping them brand-loyal for three–five years rather than just one.

How we went about it

Rather than risk homogenising everything into one formulaic superbrand, the decision was made to keep each brand separate, but unify them. We needed to create a consistent device to express the 'happy growth' outlook of our target mums, which would work across the existing brands as well as lots of sub-categories and formats.

You don't get much more emotional than the mother-baby bond. So taking the idea of a mother cradling her child, we created a stylised double heart – 'two hearts beating as one'. This device worked well across every brand and added that vital emotional dimension.

We rolled this out across a flexible packaging architecture, including friendlier packaging, a 'complete care' story, and new ingredients and baby photography. Nothing was left untouched or unloved. We even had a new teddy bear made, just for Danone.

Comprehensive research resulted in a global thumbs up, and Danone could get on and launch its new look (complete with our easy to use guidelines) worldwide.

35 markets

Uniting the Danone babyfood brand world



Before re-design

