

King-Casey Case Study

# Al Rabie

Saudi Foods Co. Ltd



KING-CASEY



BRAND-RETAIL INNOVATORS

# New World-Class Branding and Package Design

## The Situation

Al-Rabie, a popular and respected juice and dairy producer in the Kingdom of Saudi Arabia, wanted to enhance its brand awareness in the Middle East and beyond. Competitor packaging re-design had eroded their distinctive identity and competitive edge. To increase brand awareness, quality perceptions and purchase intent in all of their product categories, they turned to King-Casey. (See last page for how we did it).

## The Results

Al-Rabie's new identity conveys a world-brand image that is a distinctive, memorable and competitive not only in the Middle East but across the globe. King-Casey's packaging system for Al-Rabie created a impactful and proprietary retail presence, unifying the brand across all product lines.

*"For a project of this significance, we sought an experienced branding and retail design firm that would deliver world-class results. We interviewed firms from all around the world, and selected King-Casey. The firm was a pleasure to work with, and King-Casey's sensitivity to our regional culture and their profound understanding of branding, package design and merchandising have provided us with more than we could have dreamed for. It really pays to work with the masters!"*

*- Sardar Wahid Ullah, Chief Commercial Officer, Al-Rabie Saudi Foods Co., Ltd*



*Old logo and package design lacked strong branding and had weak brand continuity and shelf impact across all product lines.*



*New logo and package design result in impactful branding and uniformity across all product lines.*

**AL-RABIE** **الربيع**

The old logo had weak brand impact and personality and scored low in consumer research. The old brand identity design was also inconsistent between English and Arabic designs.



New English/Arabic brand identity has strong brand impact and personality. Note also the more impactful, dynamic and proprietary design and visual continuity between the English & Arabic logo.



King-Casey developed brand uniformity across all product lines, including Al Rabie's Awal Qatfa ready-to-serve food products.



Old Al-Rabie packaging on shelves shows weak branding and inadequate shelf impact.



New Al-Rabie packaging on shelves shows strong branding and powerful shelf impact.

## How We Did It

King-Casey's in-store analysis revealed that the brand presence and recognition on retail shelves was diminished by a weak brand identity, and a fractured and inconsistent packaging strategy. The trade dress and graphic look of Al-Rabie's products was similar to competitive brands, leading to consumer confusion and diminished brand distinctiveness and impact. The brand's identity (logo) lacked visual impact, was non-distinctive, and did a poor job of visually communicating the brand's fresh and healthy positioning.

King-Casey set out to reposition the Al-Rabie brand to compete as a "World Brand" and strengthen the fresh juice and healthy natural product quality perceptions.

One of the first steps was to develop a more powerful and relevant brand identity that could be applied in an impactful way across all product lines. Consumer research was conducted both within and outside of the trading market to define "world brand" best practices. The research identified the strengths and weakness with the current Al-Rabie identity and packaging system.

Based on the findings, a range of enhanced brand identities (logos) were developed by King-Casey to better portray the desired brand attributes. Further consumer testing identified the new logo design that most effectively communicated the brand's positioning and personality. An Arabic version of the new logo was then developed to mirror the same brand positioning and personality.

Using the collective findings of the in-store analysis and consumer research, King-Casey leveraged the new brand identity to guide the development of a uniform and impactful packaging design system across all product lines. The new identity and packaging strategy needed to be adaptable to future product lines, as well co-branded branding opportunities. The packaging program consisted of 8 diverse product categories (including juices, coffees, milk, and food) and encompassed over 150 sku's.

A final round of extensive consumer research (conducted throughout the Middle East region) objectively validated the effectiveness of the new branding and packaging. King-Casey's new branding and packaging system for Al-Rabie has been implemented across all product lines.

## About King-Casey

For over half a century the very heart of our business has been creativity and design innovation. King-Casey's award-winning designers will help your packaging and merchandising programs meet customer needs and give you a highly competitive edge in the marketplace. Contact us to learn how we've helped others create highly distinctive and competitive brand identity, packaging and retail merchandising systems.

Please contact Howland Blackiston, Principal at: +1 (203) 571-1776 or email: [hblackiston@king-casey.com](mailto:hblackiston@king-casey.com)



King-Casey  
Howland Blackiston  
25 Sylvan Road South  
Suite H  
Westport, CT 06880 USA  
T: +1 203-571-1776