

# Anatomy of a Redesign

## Client: Natural Like™

### Background:

Originally, Natural Like™, a specialty food company, was a one man operation with a garage and one product.

Bob Ubert, a "liberated" biotech engineer, began stuffing pits back into olives first as a hobby then as an obsession. He sold jars of them at a roadside stand and at weekend farmers markets. His hard work soon paid off as his Pit Stuffed Olives caught on. After winning a few awards at specialty food shows Bob found a distributor and the rest is history...well almost.

Bob realized that for his company to grow and succeed he would need to diversify his product line and expand his production capabilities.

Bob also realized that branding and advertising, which he had so far given little thought to, were now key considerations and crucial to his company's success. He knew he could not rely on the mindshare his homemade inkjet labels had acquired but should leverage a professional promotional enterprise to upscale his image. Bob called us.



Original logo



Original banner style logo with tagline

### Challenges:

Although focus group feedback urged a new company name, Bob Ubert, a maverick who trusts his own instincts, was resistant to change. He tasked our group to work with the existing company name, design a new eye catching logo, "spruce up" or rework the tagline, and develop collateral to reflect the companies new look, feel and direction. Bob also instructed us to keep the Starburst as it also appeared on the jar lid of which he had a significant number on order (5000).

### Project Philosophy:

*"Change that doesn't look like change."*

Bob's experience in biotech taught him that the public is uneasy with sudden changes in foods in general, and "comfort" foods especially.

"No purple bananas," he is fond of saying.



### Homework:

Our initial focus groups identified the Natural Like customer as someone who sees him or herself as energetic, hip and healthy. The data skewed toward people who describe themselves as "lifestyle conscious", who consider clean air and food to be "strongly more preferable", and as consumers who make purchases based on their niche beliefs.

Take the Focus Group test >>>



Lid



Original Package



### Typeface Treatments:



### The Tagline:

Sometimes the smallest thing...

Our team came up with several rounds of taglines but none seem "sing" to our focus group.

So, to be thorough we tried other focus groups, with much the same results. That's when we took a deep breath and went back to our starting point.

We asked ourselves what was Bob Ubert's original tagline lacking? Then a came a moment of clarity; what we Creatives like to call a "Eureka-moment." It wasn't lacking anything - it had too much!

By simply removing the "It's" from the beginning we had a whole new tagline that rolled off the tongue and, more important, *stuck in the memory*.

One Focusee said "I can hear the jingle now!"

To hear the jingle (demo version) now, [click here >>>](#)

*As If Nature Grew on Trees™*

### Tagline Finalists:

*We've Changed Our Nature.  
100% Natural... and then some.*



Natural Like's New Look  
(border and background optional)

(Whitespace)

