Exploring the right balance between health and nutrition visual cues, shelf impact and brand language.
Who we are

2yolk is an independent branding and design agency founded in Athens since 2003. Among our clients you can find multinational companies that operate in Greece like Unilever and Delhaize and some of the biggest Greek brands in the food sector, and a lot of food startups that have trusted us to guide them in their first steps.
Who we are

Our philosophy is that exceptional design and result oriented strategy can and should be combined. The result of this belief is that you can find our awarded work, in both international and national competitions, on the shelves of supermarkets.
ΚΛΑΣΙΚΟ
100% ελληνικές τομάτες
μεγαλώμενες στη Γαστούνα

ΕΠΙΛΕΓΕΙΣ
ΚΑΤΙ ΠΕΡΙΣΣΟΤΕΡΟ ΑΠΟ ΑΠΛΑ ΚΑΛΕΣ ΕΛΛΗΝΙΚΕΣ ΤΟΜΑΤΕΣ
στο www.pummaro.gr

Πάντα Pummaro!
Which are the elements you have to take under consideration when you build a new brand in the health and nutrition food sector?
Brand Elements
Brand Elements

Health visual cues and/or category cues
Brand Elements

Health visual cues and/or category cues

Shelf Impact
Which are the elements you have to take under consideration when you build a new brand in the health and nutrition food sector?

Brand Elements

- Brand
- Aesthetics
- Colors
- Typefaces
- Tone of voice
- Others
- Materials
Which are the elements you have to take under consideration when you build a new brand in the health and nutrition food sector?

Health and Nutrition Cues
Which are the elements you have to take under consideration when you build a new brand in the health and nutrition food sector?
THE BCS EVALUATION TOOL

Brand Elements

B

Shelf Impact

S

Health and Nutrition Cues

C
Scenarios

For the purpose of this presentation, we have created some scenarios, in order to identify the issues that we have to face in each one and how BCS evaluation tool can help us to find the appropriate solutions.
Scenarios

- Existing brand
  - Same category
  - Different category
Scenarios

NEW BRAND

EXISTING CATEGORY

NEW CATEGORY

2yolk

NB

NB

NB

NB
Scenarios
EXISTING BRAND
SAME CATEGORY

EB

S

B

C
Scenarios

EXISTING BRAND
DIFFERENT CATEGORY
Scenarios

NEW BRAND
EXISTING CATEGORY

S

B

C

NB
Scenarios
NEW BRAND
EXISTING CATEGORY

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Scenarios
NEW BRAND
NEW CATEGORY
Case Study

- Oleo.
- Oleo is a startup based in Greece.
- Its mission is to become the leader in an emerging category of food supplements containing 100% olive oil.
- This is a very specialised product since according to the new EFSA regulation*, the olive oil needs to have an extremely high percentage of polyphenols.
- Our mission was to create a new brand in a totally new product category, exclusively for exports and targeting mainly the Scandinavian Market.

*Olive oil polyphenols contribute to the protection of blood lipids from oxidative stress. The claim may be used only for olive oil, containing at least 5 mg of hydroxytyrosol and its derivatives (e.g. oleuropein complex and tyrosol) per 20 g of olive oil. In order to bear the claim information shall be given to the consumer that the beneficial effect is obtained with a daily intake of 20 g of olive oil.
Case Studies

**OLEO**
**NEW BRAND**
**NEW CATEGORY**

Food Supplements
Extensive Usage of White Shiny colors

Natural
Olive oil
Greek
Good for you

Similar products
Olive oil
Omega3
Case Studies

OLEO
NEW BRAND
NEW CATEGORY
OLEO

Natural nutritional supplement

Remarkably high in phenols, organic compounds with antioxidant effects. Contributes to the protection of blood lipids from oxidative stress.

Phenolic and oleocanthal present in OLEO have important biological activity and are related with anti-inflammatory, antioxidant and neuro-protective benefits.

100% Greek Organic Extra Virgin Olive Oil. Produced in Ancient Olympia.
100% Greek Organic Extra Virgin Olive Oil. Produced in Ancient Olympia.

Remarkably high in phenols, organic compounds with antioxidant effects. Contributes to the protection of blood lipids from oxidative stress.

Natural Nutritional Supplement
Craft Paper

OLEO
Natural nutritional supplement
Greek Organic Extra Virgin Olive Oil Produced in Ancient Olympia

Remarkably high in phenols, organic compounds with antioxidant effects. Contributes to the protection of blood lipids from oxidative stress.

Oleocanthal and oleoprote, present in OLEO, have important biological activity and are related with anti-inflammatory, antioxidant and neuro-protective benefits.
Special Mention to Ancient Olympia

Craft Paper

Use of heart symbol

Info
Typical Pharmaceutical Bottle

Craft Paper

Special Mention to Ancient Olympia

Use of heart symbol

Special Design Element

Info

OLEO

Natural nutritional supplement

100% Greek Organic
Extra Virgin Olive Oil
Produced in Ancient Olympia.

Remarkably high in phenols, organic compounds with antioxidant effects. Contributes to the protection of blood lipids from oxidative stress.

Oleocanthal and oleanolic acid present in OLEO have important biological activity and are related with anti-inflammatory, antioxidant and neuro-protective benefits.
RULE OF THUMB?
RULE OF THUMB?

NO!
BUILD BRANDS!
NOT PRODUCTS!
Thank you!