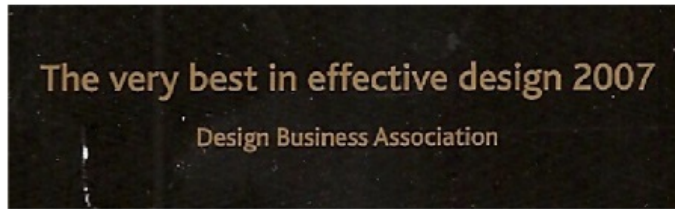
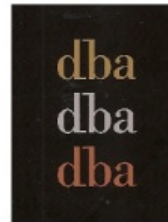


Gold

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DesignBridge.

'The results are overwhelmingly good... a wonderful winner – design quite clearly made a difference.'

2007 Design Effectiveness Awards Judging Panel

Marques de Valdeueza

Client
Marques de Valdeueza

Design consultancy
Design Bridge
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The challenge

The Marques de Valdeueza family, one of the oldest aristocratic families in Spain and renowned as cattle ranchers, has also been producing olive oils for more than 600 years. Annual sales of olive oil in the UK are worth £104million (€154million), up 39% since 2000 and taking a 51% share of the oil market. The Marques wanted to launch a premium olive oil in the UK aimed at consumers who entertain at home and enjoy recreational cooking.

The brief

Design Bridge was briefed to develop an identity for the Marques de Valdeueza brand, and in doing so create the first premium export olive oil that could seriously challenge the established Italian brands. The brief also asked for Design Bridge to create packaging for a 'second pressing' olive oil aimed at a mid-price market.

The design

The identity for Marques de Valdeueza Extra Virgin Olive Oil was inspired by the family's heritage and features a simplified 'V' and crown symbol used to brand the family's cattle. The Marques de Valdeueza family seal is used on the label on an earthy blue green colour background found on a painting of the family crest. The bottle itself is an elegant square-to-round form with an embossed detail of the cattle brand on the lid. The mid-priced olive oil, Merula, has its own identity derived from the Latin name of the blackbirds that flock around the Marques's estate. A simple silhouette of a blackbird is complemented by silver colours, including a custom mixed olive silver. Merula is also available in an elegant silver aluminium can.

The results

Marques de Valdeueza Extra Virgin Olive Oil launched in 2004 and Merula Extra Virgin Olive Oil in 2006. While annual growth in the olive oil market runs at 15%, Marques de Valdeueza olive oil has seen incremental growth of 500% year on year since launch. Both products are listed by multiple retailers like Waitrose in the UK, and by Dean and DeLuca in the US. In 2007, the company expects to sell its entire capacity for single estate Marques de Valdeueza Extra Virgin Olive Oil by November.

Judges' Comments

'The results are overwhelmingly good' said the judges, who praised this small company's investment in design on a 'tiny' budget. 'Packaging is the only thing that makes up this company's marketing effort and it has seen massive increases of 500%,' said Liisa Puolakka, Global Head of Brand Identity, Nokia. The rest of the panel called it 'a wonderful winner – design quite clearly made a difference.'

Winner: International Export Award
Gold: Packaging – Branded Food & Drink



International Export Award

Category *International Export Award*

Project *Marques de Valdueza*

Consultancy *Design Bridge*

Client *Marques de Valdueza*

Stanton Rios

Deborah Dawton
Chief Executive
Design Business Association

Lord Bilimoria CBE DL
Chairman of the Judges

dba

Gold

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The very best in effective design 2007

Design Business Association

The Judging Panel

Lord Bilimoria CBE DL

CEO, Cobra Beer - Chairman of the Judges

Amanda Bringans

Deputy Director of Fundraising, Macmillan Cancer Support

Stephen Davies

Managing Director, Welsh Whisky Company

Innes Ferguson

Group Design Manager, Transport for London

Mandy Haberman

Founder, Haberman Associates

Craig Hassall

Managing Director, English National Ballet

Alison Jordan

Director of Marketing, Fortnum and Mason

David Lind

Marketing Manager and New Product Development,
International Beverage Holdings

Ted Mager

Head of Global Retail Development, Adidas-Salomon

Andrew Moys

Internal Communications Director, BAA

Richard Parker

Head of Marketing, Man Investments

Liisa Puolakka

Global Head of Brand Identity, Nokia

Robert Quarshie

Operations Director, Department for Business,
Enterprise and Regulatory Reform

Paul Saxby

Managing Director, Jonathan Crisp

Chris Strange

Head of Group Brand, Lloyds TSB

Richard Wells

Head of Advocacy and Communication, Scripture Union

Peter Williams

CEO, Alpha Airport Group