

Kalew flour

Task

Kalew is the most loved flour brand in Estonia, having more than 50% market share.

It was an easy target for the private label designs. So the task was to change that, to redesign Kalew so that private labels would be hard pressed to copy it.

We also wanted consumers to feel that they buy the best quality Estonian flour.



Solution

After visiting the supermarkets it became quite clear that the best way to distinguish the design was NOT to use photos to illustrate the product.

Illustrations are hard for Private Label products to copy. So botanical illustrator was commissioned to create botanically correct illustrations.

Cornflower is the national flower of Estonia. So we used it together with wheat and rye stalks.

To make the brand more prominent we redesigned the logo and added bigger color-coded top branding area.

