



Pod & Parcel

Rebrand, Packaging Design Case Study



Project Overview

Started in 2015, Pod & Parcel set out to revolutionise the coffee capsule experience by putting Melbourne's best tasting coffee into an ethical pod. They want to make specialty coffee more accessible, affordable and guilt-free.

“One of the driving forces behind the rebrand was the fact that none of our competitors had a differentiated product. Everyone looked the same. This is where we felt we could improve and separate ourselves.”

BEN GOODMAN

Working directly with coffee farmers across nine countries and roasting the coffee in Melbourne, co-owners Ben Goodman and Jai Felinski are able to ensure the quality and sustainability of its product. Although the young startup occupied (and still does) a clear gap in the coffee capsule market in Australia with their biodegradable and compostable coffee pods, they were hungry for even bigger growth.

“The goal at the time was to grow aggressively. (...) we knew that having a beautifully designed, eye-catching product was essential. Something that people felt compelled to share.”

BEN GOODMAN

Armed with a high quality product, Ben and Jai understood the potential of Pod & Parcel but knew that their existing brand identity and packaging couldn't take them to the next phase of growth, especially in a fiercely competitive local and international marketplace. While the existing brand identity lacked the edge to set it apart from its competitors, the packaging was also failing to communicate both their fun, unique and bold personality and a distinct 'Melbourne-ness'.

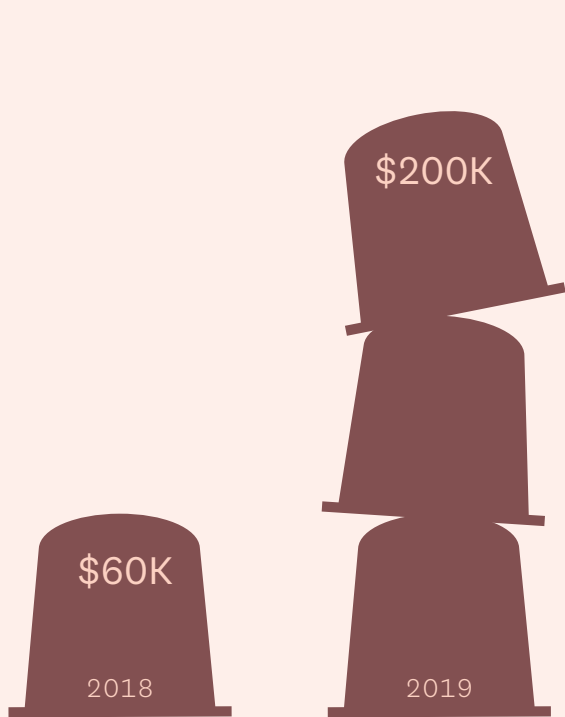
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Business Objectives



Design Effectiveness



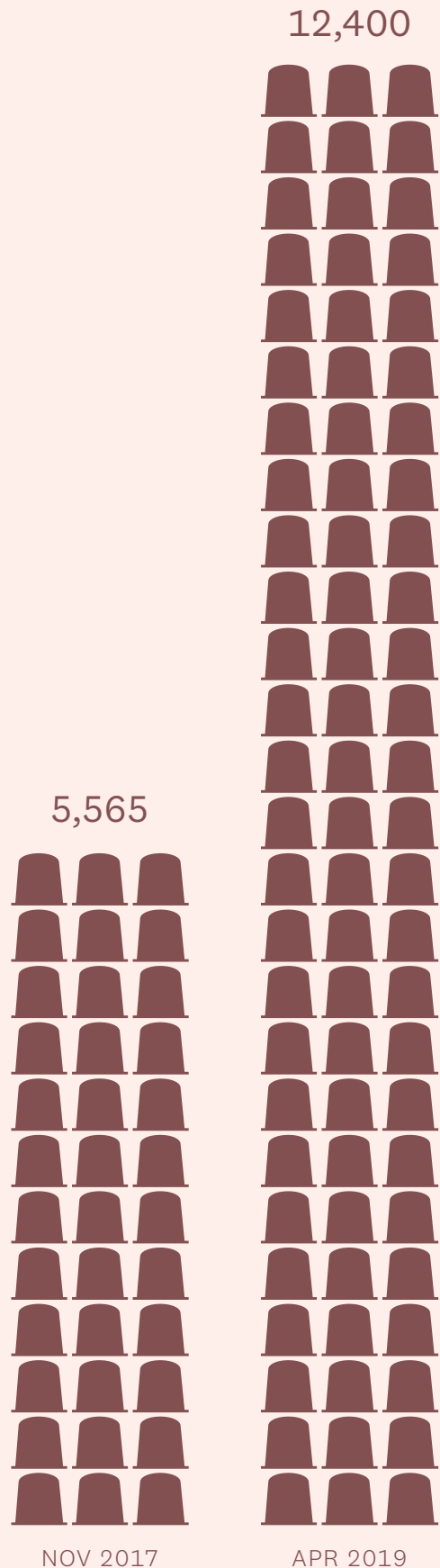
PROFIT INCREASE SINCE REBRAND

In 2016, Pod & Parcel were selling 1-2 packs of coffee a week. Since the launch of the rebrand in mid-2018, they are now selling “...at least 2000 boxes a month.”



NATIONAL RETAILERS

From zero stockists/retailers in January 2018, Pod & Parcel are now stocked in over 80 supermarkets, hotels, offices and various independent retailers across Australia.



INSTAGRAM FOLLOWERS

Previous Design



Design Solution

We challenged ourselves to answer these three main criteria throughout the rebrand and packaging design process:

1

Looks Good

The brand and packaging has to look so good people are drawn to it and want to share it via social media.

2

Tastes Good

Not only does it have to look good, it has to look delicious and provide a clear flavour promise.

3

Feels Good

The environmental aspect of the brand needs to be highlighted through the packaging, reinforcing a guilt-free coffee pod experience.



How We Did It

Pod & Parcel[®]

CRAFTING A VISUAL BRAND STORY

Melbourne coffee is synonymous with quality and we wanted to imbue the magical and emotional connection of the best of our cafes into the brand. The new Pod & Parcel brand identity and packaging is as fun, diverse and sophisticated as the city that inspired it.

Pod & Parcel makes enjoying consistently great coffee easy and uncomplicated, the new brand identity exudes the approachability of an everyday commodity, in a unique and energetic way.



VISUAL LANGUAGE

The brand language uses carefully arranged tumbling coffee pods to create a modular brand identity that isn't limited to its medium — rather it maintains a playful personality via seemingly random arrangements.





PREVIOUS DESIGN



CURRENT DESIGN

COLOUR PALETTE

Even though it is an environmentally-conscious brand, we steered away from the expected visual clichés of earth tones or foliage. Instead we relied upon a carefully selected colour palette of muted tones to both echo the coffee flavour and communicate the ethical and sustainable values of the brand.

The previous design used bright candy colours to differentiate between flavours and while it was attention-seeking, it lacked sophistication and a connection with nature.

VISUAL HIERARCHY



PREVIOUS DESIGN



CURRENT DESIGN

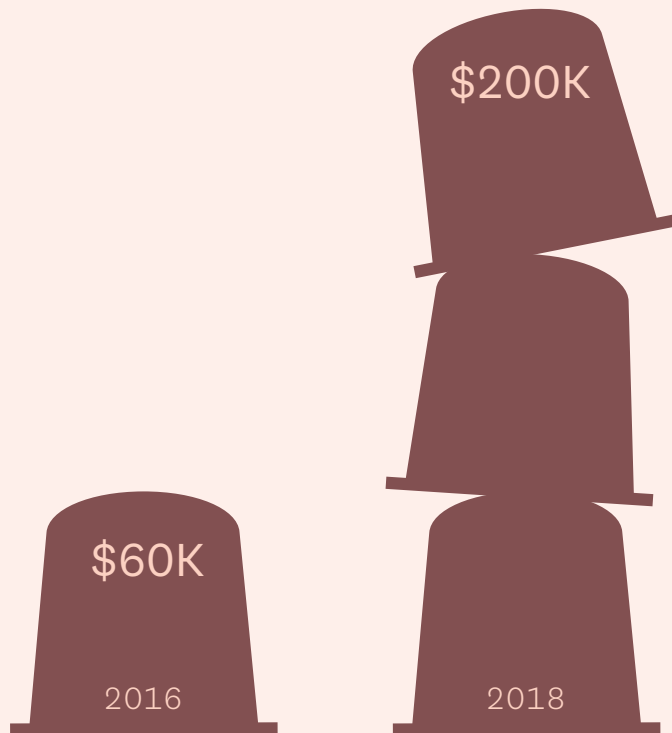
<p>1 Brand identity</p>	<p>Logotype and packaging lacks distinctiveness.</p> <p>Look & feel is generic.</p>	<p>Instantly recognisable, inspiring & attention-grabbing</p> <p>Stronger brand presence with distinctive identity and playful visual language</p>
<p>2 Values</p>	<p>Biodegradability & compostability not high enough in hierarchy</p>	<p>Biodegradability & compostability sit higher up in the visual hierarchy</p>
<p>3 Descriptors</p>	<p>Messaging is lost and not clearly communicated at a glance</p>	<p>Coffee name is clearer and overall messaging is better communicated</p> <p>Melbourne provenance is higher on the visual hierarchy SKUs are easily identifiable from one another</p>

Business Objectives in Detail

1. GROW AGGRESSIVELY

In 2016, Pod & Parcel was selling 1-2 packs of coffee a week. Since the launch of the rebrand in mid-2018, they are now selling at least 2000 boxes a month.

Since the launch, revenues have increased over threefold from approximately \$60,000 per month to \$200,000 per month.



MONTHLY SALES GROWTH SINCE REBRAND

2. EXPAND INTO RETAIL SPACE

From zero stockists/retailers, Pod & Parcel is now stocked in over 40 supermarkets, hotels, offices and various independent retailers.

With the new brand identity and packaging they have been approached more regularly by large retail chains rather than smaller independents.

Now sold at:

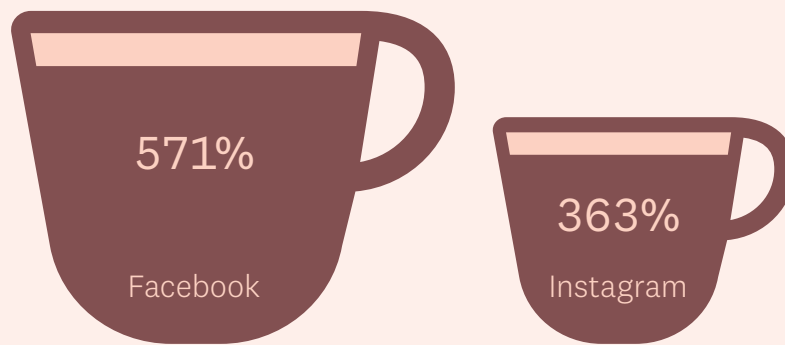
- Melbournalia (VIC)
- FoodWorks (VIC)
- Fine Fellow (NSW)
- Fresh Provisions (WA)
- Foodland (SA)
- IGA (SA)



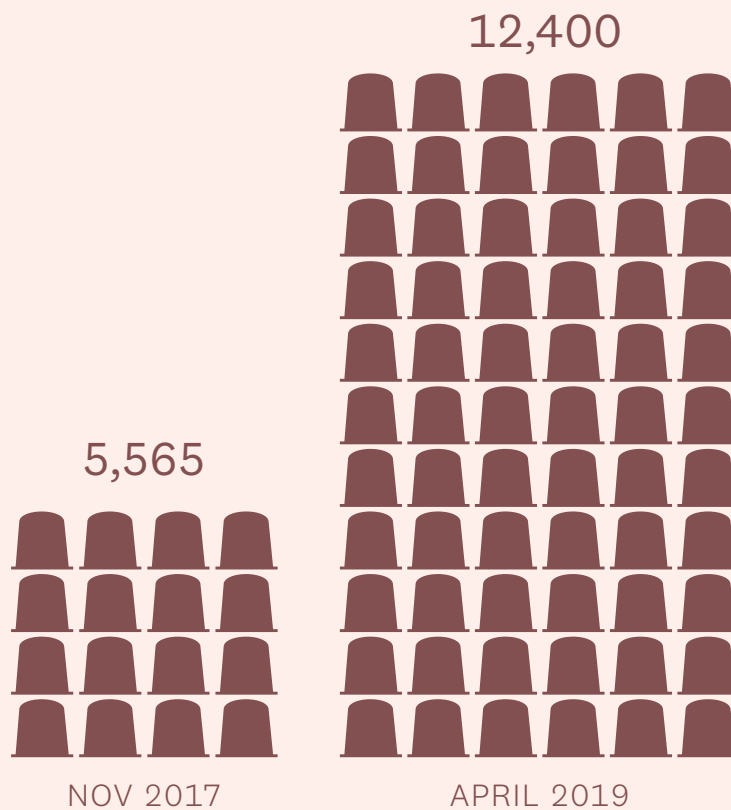
NATIONAL RETAILERS

3. SOCIAL MEDIA ENGAGEMENT

**TRAFFIC
INCREASE TO
ONLINE STORE
SINCE REBRAND**



**INSTAGRAM
FOLLOWERS**



Summary

Pod & Parcel knew their brand better than anyone else. We saw it a privilege to combine their knowledge and passion with our design insights and experience, accumulated over more than 15 years, to deliver the best looking brand and packaging possible.

“What set Swear Words apart in our eyes was their willingness to work with us as a team and generally being a down to earth, friendly crew.”

BEN GOODMAN

We are incredibly proud of what we've achieved for Pod & Parcel. After all, nothing makes us happier than knowing we've helped our clients' businesses grow as a result of the work we've done together. We love beautiful design, sure, but what we love even more is effective design. That's when we know we've done our job right.

Contact

If you too have an idea, a dream or a need to re-energise the visual communication of your business, we would love to hear from you.

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