



CASE STORY: UHRENHOLT A/S - Denmark
Category: global food / corporate brand / consumer and B2B branding



Danish food company Uhrenholt A/S, based in Middelfart, called on Open Brands to assist them in the development of their corporate brand, vision and values, and plan for its implementation across the organisation. Uhrenholt A/S has a turnover of €550 million and employs 870 people from 24 different countries, which are placed across 20 different countries.

Their food products are being sold across 50 countries in the world, covering the categories of dairy, meat, seafood and frozen vegetables.



Client **endorsement** for our work with Uhrenholt and the Emborg brand

"I've had the pleasure of working with Open Brands and Ole Pedersen in his capacity as strategic business consultant on a major project, including developing a corporate brand, developing a strategic consumer brand platform and a global brand strategy for three key brands including packaging design.

Ole Pedersen is an extremely sharp strategist with remarkable resources and insight. He grasped the project with great enthusiasm and drive and worked very hard to deliver the results that were necessary.

By clearly mapping out the process and defining relevant strategic models, Ole Pedersen was key in helping the business forming a new strategic platform and direction.

One of the great things about working with Open Brands, is their access to their large network of highly skilled people with local knowledge in a global market place.

I highly recommend everybody who is looking for a strategic business review as well as creative design to work with Ole Pedersen and Open Brands."

Lotte K Larsen. Group Marketing Manager at Uhrenholt A/S, Denmark, April 9th, 2010.

Creating the **vision** for the Uhrenholt brand



Conducting extensive internal stakeholder interviews across the company on a global scale.

Conducting extensive external stakeholder and supplier interviews internationally.

Distilling the essence of the global research and developing a range of brand statements and values.

Creating the vision and values for the global Uhrenholt brand together with brand implementation plan.

Vision:

"Our vision is to be a Leading Food Solutions Provider. Globally."

- We will market a portfolio of high quality brands that anticipate and satisfy the needs of our customers and consumers.
- We will create long-term value for our business partners, employees and owners based on our unique company competences and by delivering sharp commercial propositions.
- We will succeed because of the unique Uhrenholt spirit, which is founded on responsible entrepreneurship, deep market and product insight and personal freedom."

Creating the **values** for the Uhrenholt brand



Based on the direction of the Uhrenholt corporate and brand vision Open Brands developed the corporate values to anchor the vision within the organisation and act as the driver for the enrollment of the vision internally and externally.

Values:

Uhrenholts activities are based on four values: ***“Winning” - “Partnering” - “Excellence” - “Passion”***

Winning:

We value partnership and win-win solutions in everything we do - when we develop great products, service customers and work together with suppliers. Our goal is to create an environment where we are inspired to perform our very best together.

Partnering:

Our business is based on long-term partnerships with customers and suppliers around the world. We strive to add value in our partnerships by continuously exploring new opportunities and by working together to create mutual sustainable value.

Excellence:

Professionalism and commercial excellence is the foundation for our behaviour internally and externally. We deliver results through strong solutions for our customers and our organisation.

Passion:

We are passionate about food and enjoy an existing and dynamic atmosphere in our daily work. Our enthusiasm is reflected in our way of working with markets, products, partners and colleagues.

Creating the **endorsement** of the corporate Uhrenholt brand



As Uhrenholt is the corporate brand, and to secure the corporate values were communicated across all brands and products, a corporate signature was developed, so the corporate values could endorse all market activities.

"Passion for food":

A brand mark was developed to act as the corporate endorser mirroring the Vision and Values of Uhrenholt.

It also acts as the corporate signature on all company activities.



Evaluating, developing and creating a new brand portfolio for Uhrenholt



As an extension to the corporate brand work Open Brands created for Uhrenholt, we were tasked to evaluate their entire product and brand portfolio. From the outset there were over 40 brands and labels sold in different company and geographical areas.

After extensive international market and global trends research, Open Brands conducted a thorough brand evaluation of Uhrenholt's product and brand portfolio.

Based on the findings of the evaluation it was decided to continue with three global brands in different price segments to provide a key retail brand, and two additional brands covering different forms for food solutions.

Open Brands developed comprehensive brand positioning and brand essence work for all three brands, based on the global insights, market and consumer segmentation parameters we found.

The three brands we developed were:



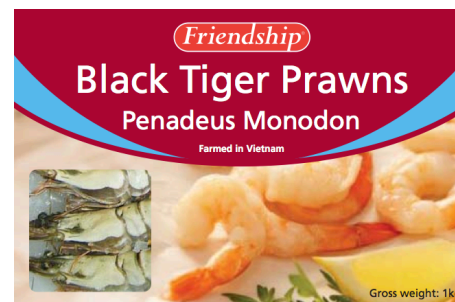
The new brand portfolio for Uhrenholt



Examples from the category designs -
there are over 300 SKU's in the Emborg range.



Examples from the category designs -
there are over 300 SKU's in the Friendship range.



Examples from the category designs:





Creating the new Emborg brand



As mentioned a key part of the project for Uhrenholt A/S, was to develop a strategic global brand portfolio strategy and creative design for three key food brands.

One of these brands is the 'Emborg' brand, which is being marketed in 50 countries in the world. Emborg is also the retail food brand in Uhrenholt's brand portfolio.

Emborg was first launched in 1949, and over time has developed globally to become a recognised retail food brand in its many international markets. The brand was first marketed in the Middle East region in the 1960-ties.

The creative brand strategy was founded in delivering maximum distinction and differentiation in a crowded global market place.

Using our market knowledge and global consumer insights, Open Brands developed a distinct market positioning and brand colour for Emborg, which was not seen or known beforehand in the categories where Emborgs products were marketed globally: i.e. Dairy, Seafood, Meat and Frozen Vegetables.

Initially a bold purple colour was utilised, which later was slightly changed to the current 'Royal Purple' colour (as seen in the following designs), making the brand instantly recognizable in the marketplace.

The brand colour defines a superior food solution, delivering a maximum of great taste connotations to the Emborg consumer. In addition Emborg takes ownership of this new brand colour across their categories.

Creating the new Emborg brand



A bold move which clearly projects a true market leader and bonds and attracts the consumers to the Emborg brand in a truly unique and intuitive emotional way.

In addition a range of inspiring and enticing origin pictures were added to the front of the design, to aid in telling the story of where the Emborg food products originates from.

Together with delicious food photography, the front of the Emborg pack is all part of telling the extended story of how focussed and well Uhrenholt and Emborg work with its supply chain, and its preference and commitment to long term relationships with its many sustainable partnerships with their global food supply partners. 'Food from the people with passion for food.'

The original Emborg brand mark was cleaned up as not to make any radical changes to an already wellknown brand, and to retain its historical brand equities.

The Emborg design was created in a way so it was easy for Uhrenholt to continue working with the Emborg brand implementation internally. Comprehensive brand guidelines were hence created for the client to follow throughout the implementation program. The Emborg brand covers over 300 different products, across four food categories which each uses colour coded differentiation.

Later a 'call to action' was embedded into the trade marketing communication program and POS material to portray the brand in words.



Emborg brand images - product origin mood pictures

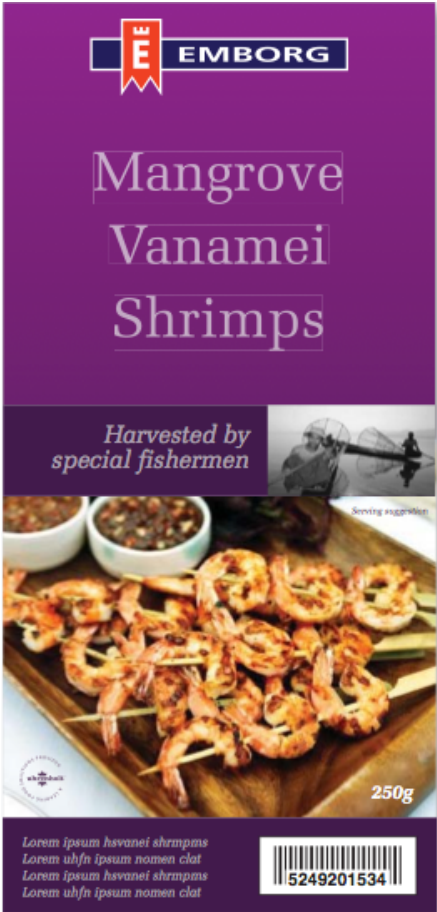
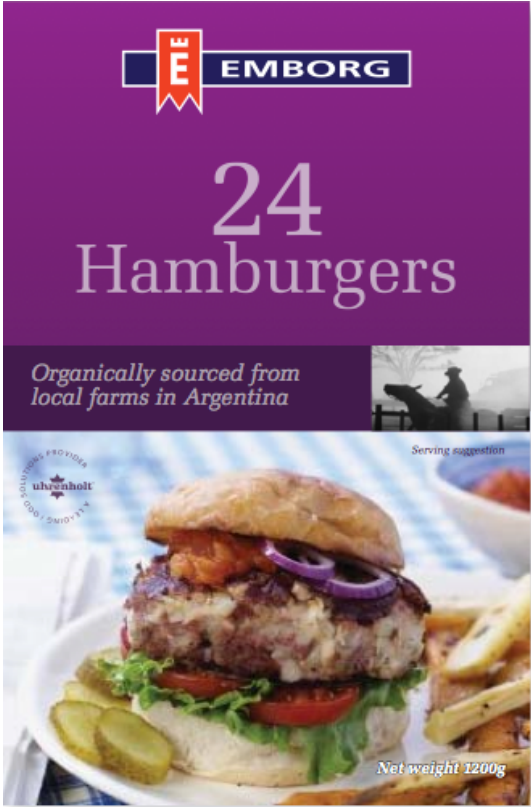
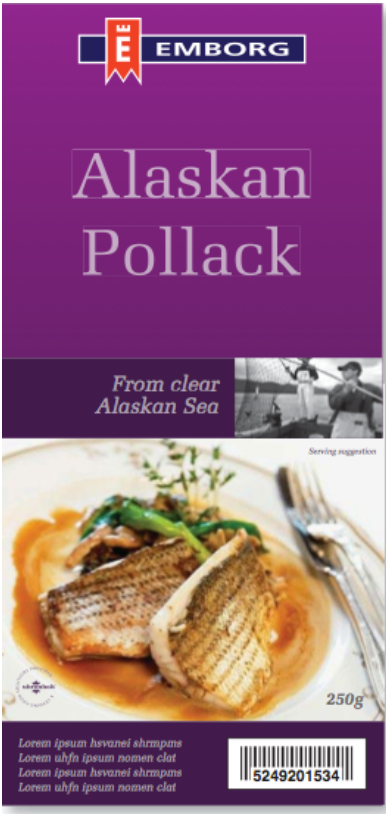


The product origin pictures tell the story of the provenance of the food, and from where the products are being sourced, aiding in telling the brand story of Emborg, and in the wider aspect about Uhrenholt and its quality standards and involvement in its supply chain

Emborg packaging design



Emborg packaging design



Emborg packaging design - thai food - ready to cook range



Net weight: 210 g e

Keep frozen at -18°C.
Do not refreeze once defrosted.

Preparation:
Remove the packaging, place in the oven and bake for 10 minutes at 220°C.
Place the sweet chili dip next to the meat for 2 minutes.
Enjoy the delicious Thai food.

Ingredients:
Shrimp, Chicken, Fish, Carrots, Onions, Peas, Corn, etc.

Net weight: 210 g e

Keep frozen at -18°C.
Do not refreeze once defrosted.

Preparation:
Remove the packaging, place in the oven and bake for 10 minutes at 220°C.
Place the sweet chili dip next to the meat for 2 minutes.
Enjoy the delicious Thai food.

Ingredients:
Shrimp, Chicken, Fish, Carrots, Onions, Peas, Corn, etc.

Thai Seafood Tapas

Θάλασσα τροφή αναμειγνύεται στο πικάντικο ψωμιού

Seafood mix in spicy breadings

Net weight: 210 g e

Keep frozen at -18°C.
Do not refreeze once defrosted.

Preparation:
Remove the packaging, place in the oven and bake for 10 minutes at 220°C.
Place the sweet chili dip next to the meat for 2 minutes.
Enjoy the delicious Thai food.

Ingredients:
Shrimp, Chicken, Fish, Carrots, Onions, Peas, Corn, etc.

Net weight: 210 g e

Keep frozen at -18°C.
Do not refreeze once defrosted.

Preparation:
Remove the packaging, place in the oven and bake for 10 minutes at 220°C.
Place the sweet chili dip next to the meat for 2 minutes.
Enjoy the delicious Thai food.

Ingredients:
Shrimp, Chicken, Fish, Carrots, Onions, Peas, Corn, etc.

Netto vikt: 350 ml e

Keep frozen at -18°C.
Do not refreeze once defrosted.

Preparation:
Remove the packaging, place in the oven and bake for 10 minutes at 220°C.
Place the sweet chili dip next to the meat for 2 minutes.
Enjoy the delicious Thai food.

Ingredients:
Shrimp, Chicken, Fish, Carrots, Onions, Peas, Corn, etc.

Netto vikt: 350 ml e

Keep frozen at -18°C.
Do not refreeze once defrosted.

Preparation:
Remove the packaging, place in the oven and bake for 10 minutes at 220°C.
Place the sweet chili dip next to the meat for 2 minutes.
Enjoy the delicious Thai food.

Ingredients:
Shrimp, Chicken, Fish, Carrots, Onions, Peas, Corn, etc.

Tum Yum Kung

Thai suppe med rejer

Netto vikt: 350 ml e

Keep frozen at -18°C.
Do not refreeze once defrosted.

Preparation:
Remove the packaging, place in the oven and bake for 10 minutes at 220°C.
Place the sweet chili dip next to the meat for 2 minutes.
Enjoy the delicious Thai food.

Ingredients:
Shrimp, Chicken, Fish, Carrots, Onions, Peas, Corn, etc.

Netto vikt: 350 ml e

Keep frozen at -18°C.
Do not refreeze once defrosted.

Preparation:
Remove the packaging, place in the oven and bake for 10 minutes at 220°C.
Place the sweet chili dip next to the meat for 2 minutes.
Enjoy the delicious Thai food.

Ingredients:
Shrimp, Chicken, Fish, Carrots, Onions, Peas, Corn, etc.



The Emborg brand with 'call to action' embedded.





Examples of the Emborg design and brand implementation in trade advertising.
The brand colour plays a prominent role in the brand expression, here shown in the dairy category.





Examples of the Emborg design and brand implementation in trade advertising.
The brand colour plays a prominent role in the brand expression.
Here shown is one example from the dairy category and two from the frozen vegetable category.





House of Emborg
Quality from people with passion for food





Examples of the Emborg design and brand implementation in the retail environment and point-of-sale material. Clear brand signal effect by the use of the brand colour, making it easy and instinctively easy for the consumers to find their preferred food brand. Original and distinctive.



Emborg becomes a Superbrand



All in all a compelling creative design, which has assisted Emborg in achieving status as a 'Superbrand' in July 2012 in the United Arab Emirates.

'Superbrands' is an international organization, which each year nominates local/regional brands around the world for this award.

A Superbrand must represent '**Quality, Reliability and Distinction**'.



A Superbrand is instantly recognizable to its intended target audience and it has established the finest reputation in its field. It offers customers significant emotional and/or tangible advantages and benefits over its competitors.

Open Brands is proud to have assisted Uhrenholt A/S and the Emborg brand cementing its position in the UAE market, today and for the future, and to have assisted in creating an even stronger emotional consumer link to the Emborg brand.

Friendship



Friendship is one of Uhrenholts B2B brands and Friendship is registered in all markets across the world. Launched as the first Uhrenholt brand in 1978.

Friendship products are produced by recognised producers world-wide and are delivered in characteristic packagings. Friendship is more than just a brand name, it is a philosophy, as the brand regards each customer as its close partner. Friendship provides a flexible food solution that can match each customers needs.

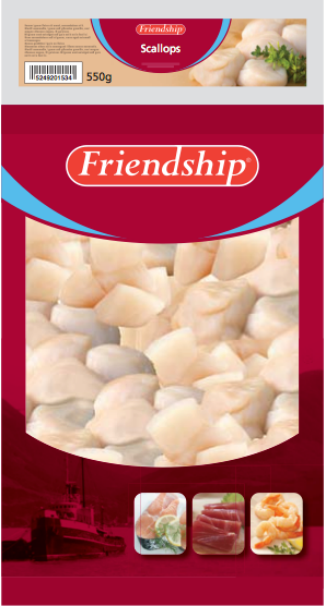
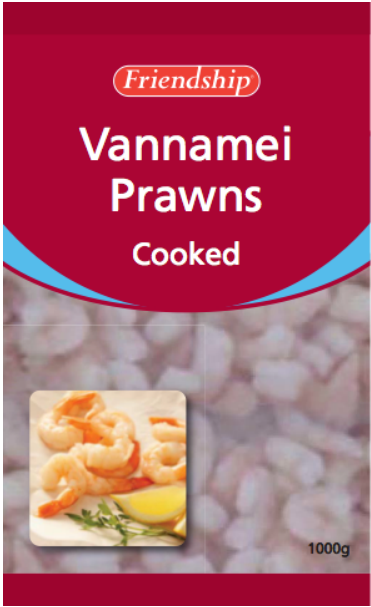
Friendship - B2B food brand



Friendship packaging design - examples from the dairy range



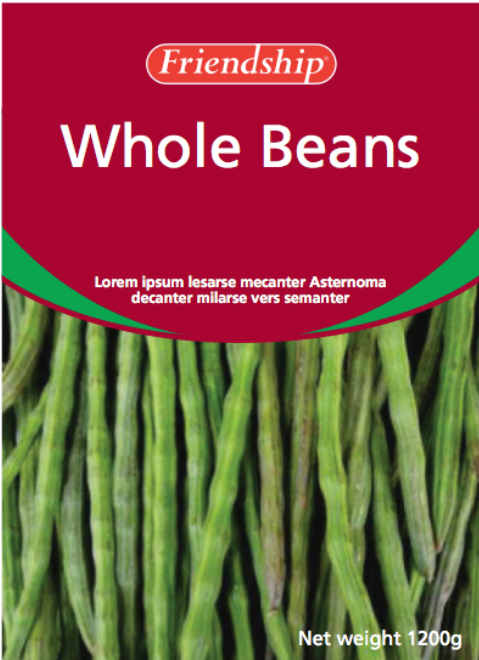
Friendship packaging design - examples from the seafood range



B2B
Carton



Friendship packaging design - examples from the frozen vegetable range



Delight



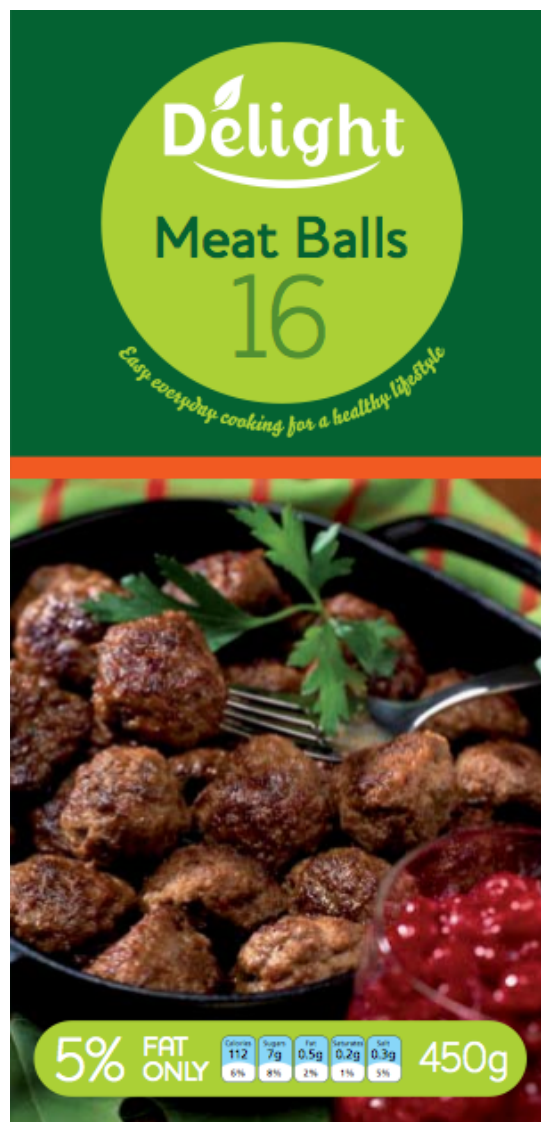
Delight is another of Uhrenholts B2B brands which targets a younger, health conscious family market consumer segment, with a need for convenience food products.

A new brand mark was hence developed as part of the new design for the Delight brand.

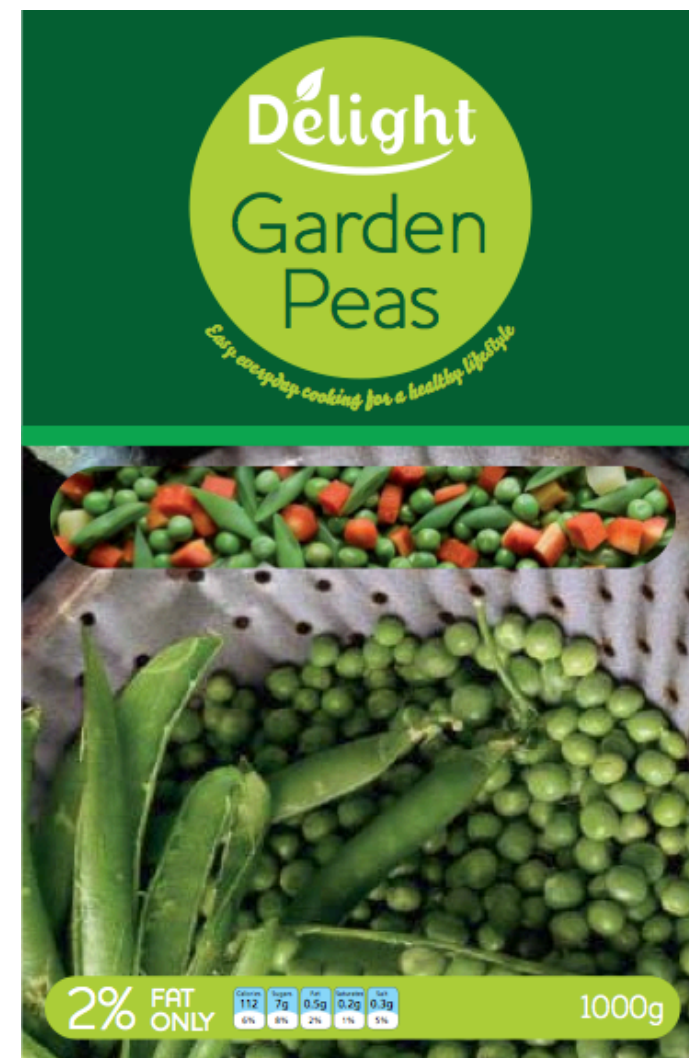
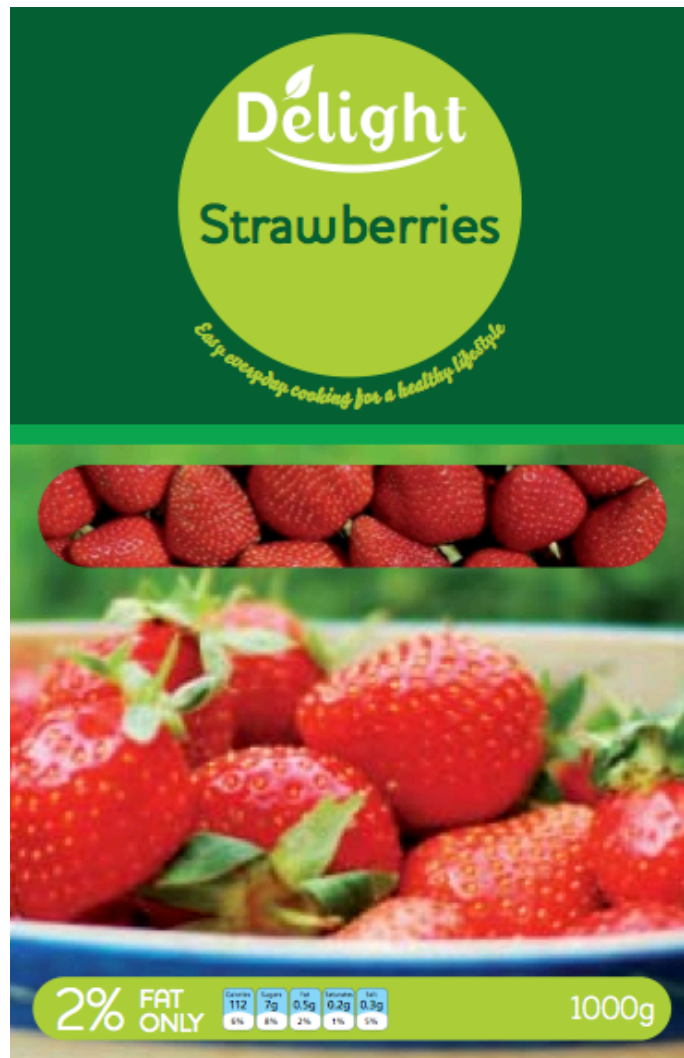
Delight - B2B food brand for the younger consumer



Delight packaging design - examples from the meat range



Delight packaging design - examples from the frozen fruit and vegetable ranges



Delight packaging design - examples from various ranges



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