

## Rubber Cheese creates branding for 'Hoots' multigrain snack range

Tuesday 30 July, 2013

The creative team at Rubber Cheese worked with Market Fresh to deliver a new multigrain snack product. The challenge Rubber Cheese were faced with was to create a brand that would stand out in the over saturated snack market and to promote a healthier option. Hoots are a snack with a difference, bite sized wholegrain nibbles made from wheat rather than potatoes.

The brand needed to sit comfortably next to other crisp brands, even though in some eyes it would have been viewed as a bread based item and therefore categorised with croutons or bruschetta's.

Kelly Molson, Managing Director of Rubber Cheese explains; "We began our design process by brainstorming different brand names that would fit the brief and give the product an original identity. After building an extensive list of different options, we narrowed these down, checked they could be trademarked and supplied a handful of our best ideas alongside descriptive words and accompanying strap-lines to the client. A few conversations later, the decision was made and 'Hoots' was born!"

The delicious range includes Smoked Bacon, Pickled Onion, Salt & Vinegar, Cheese & Onion and Salt & Pepper. The logo was designed using a display font which is punchy, versatile & simple. Alongside designing the logo for Hoots we also took on the challenge of designing a complimentary logo for their umbrella brand 'The Wise Owl Snack Company'. For the packaging Rubber Cheese produced a selection of vibrant artwork using enhanced photography, simple illustration and bold typography.

"We were delighted with the final result and have received excellent feedback from both customers and consumers." said James Minnette, Director of The Wise Owl Snack Company.

The range is now out in stores and earning its place in the market.

### About Rubber Cheese

Rubber Cheese is a creative agency. An approachable team of innovative designers, developers and problem solvers, that love to share ideas and nurture yours, to create something that you and your customers will love.

We provide design, branding, digital, web design, bespoke development, packaging and social media strategy services.

The agency has won an impressive number of blue chip clients, including Pernod Ricard, Beefeater Gin, The Restaurant Group, Wincanton RM, Schneider Electric and other successful organisations including Ark Schools, The NHS, Market Fresh & Optimus Sourcing.

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