

New labelling for Faircape yoghurts

 By [ActivRetail](#)

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Faircape Dairies differentiates its milk products based on the well-being of the animals involved in production, and environmental friendliness of the facilities. It decided that its existing packaging for its fruit and smooth yoghurts did not accurately represent the product, specifically its quality, and appointed strategic design agency Liquidlab to execute a revamp.



Before

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On reviewing the previous packaging, it was decided that it lacked exterior vibrancy and shelf impact and did not truly reflect the quality of the inner ingredients. The team, headed by Aardt Davidtz, brand strategist of Liquidlab, had a challenging task of differentiating it as it is often sandwiched in an over-populated fridge environment between international counterparts like Parmalat and Clover.

"Pivotal to the redesign was that we emphasised the free-range nature of the product by introducing a bold change - a new white tub," said Davidtz. "We were certain that it had to be clean, easy to navigate and read."

"We took full advantage of the in-mould labelling process by using crisp, striking photography and a strong organic green," says Jo Pelissier, creative director at Liquidlab. "We also knew how vital it was to represent the brand messages - good for your family, down-to-earth, healthy and honest."

"The overall achievement is that of a freshly revitalized household brand where the packaging is a true reflection of the company's brand of quality and product excellence," concludes Davidtz.

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