



case study :: *From the Field Trading Co*

## BLENDING A VANILLA BRAND WITH MALAGASY FLAVOR



From the Field Trading Co. is an Oakland CA–based company that connects consumers and wholesalers around the world to rural farming cooperatives in Madagascar, using a fair-trade model. The profits from its sustainably grown vanilla, which is marketed under the LAFAZA label, are funneled back to the farming communities where the beans are grown.

### THE OBJECTIVES

To establish a brand strategy and positioning that would help the company gain market share in North American wholesale and retail markets, and bring this strategy to life through unique packaging.

### THE SOLUTION

Elements conducted research and analysis to help create a viable positioning and then built out a mission, brand vision, corporate promise, and tagline and a guide for judging future opportunities. An identity system was then created pulling cues from Malagasy patterns historically used by families to communicate. The creation of a logo and artwork guidelines, a custom typeface, and a library of graphic assets supported this system. From there, packaging was developed as part of a plan to reintroduce the LAFAZA brand to its customers.



### THE RESULTS

The project has met with success after the unique new brand strategy and design was launched at the end of 2012.



### SERVICES UTILIZED

- > Brand Review & Analysis
- > Corporate Identity
- > Package Design
- > Strategy & Positioning