





## The Brief

Since independent brewer, Hall and Woodhouse launched Badger in 1875, the brand has grown to become the 4th largest beer premium bottled ale brand in UK retail. However with many consumers buying their favourite ale at an individual level, variants such as Tanglefoot and Fursty Ferret had become more famous than the Badger parent brand itself.

We were briefed to create a presence on shelf for Badger, and design a framework to hold the brand together, encouraging consumers to explore the wider Badger range.



## Solution

We established a distinctive and flexible identity for the brand that evokes the core 'countryside ale' proposition. The identity is positioned within a framework, creating an ownable device used across the portfolio creating consistent brand architecture, whilst the central space allows the flexibility to demonstrate quirky traits of each of the unique ales.

Within this frame, the core range is represented by a series of illustrated animals designed to reflect the characters of the ales in the range. Premium Badger ales are represented by countryside pursuits, the use of richer, jewel like colours distinguishing the ales as a discerning choice.





## Results

The range now brings to life the proposition of countryside ales through the rural themes of each of the beers. The characters hark back to Badger's Dorset origins, and differentiate the brand from the competition. The new identity also forms the perfect platform for NPD, allowing Badger to maintain their reputation as innovation leader within the market.

# TBA

Results coming soon

Please return for more results





## What the client says

“BrandOpus have brought the countryside to our bottles in an original and engaging way. The new designs help differentiate the beers in our portfolio by style and occasion to help consumers discover the range and find their favourite.”

Anna Corbett  
Brand Manager, Badger Ales



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