

Branding Case Study – Gold Medal Bakery

The Agency recently completed a re-branding project for Gold Medal Bakery. Gold Medal is one of the largest private label bakeries in the Northeast. Since 1912, the company has developed a range of baked goods for re-sale in major supermarkets under private label.

In 2003, the company decided to launch their own consumer brand of bread products. In doing so, they needed to develop a completely new brand identity that would not only enhance their presence within the industry but also protect their private label brand. We have included an outline of the process we implemented in developing the new Gold Medal identity.

Phase I: Top-line Observations

- Gained insights from the category
- Evaluated the brand and the existing logo within the marketplace
- Benchmarked industry trends both within the category and similar categories
- Began to understand client's competitive advantage



Initial Design Meeting

- Got to know the client's product, the culture, mission and vision
- Introduced client to the full-design team and our work style
- Determined goals for our work together
- Discussed big picture logo and packaging "likes and dislikes"

Phase II: Branding Development

- Based on strategic direction, developed overall identity strategy
- Developed thumbnail sketches of a multitude of options
- Developed three to four branding options for client review

Client Input Session

- Presented initial identity strategies and preliminary black & white branding options
- Got feedback from client by discussing pros & cons of each direction, likes and dislikes
- Determined which direction to pursue moving forward or decide to conduct consumer testing (focus groups or BASES testing)
- Set routine meetings to begin planning phase

Phase III: Refine Campaign

- Fully developed logo
- Explored color palates
- Developed initial corporate identity options for client review

Campaign Presentation

- Presented entire logo/color family
- Discussed final tweaks to make to logo before completing electronic files
- Discussed corporate identity and determined direction to move forward with

Final Logo Files Development

- Created and distributed final logo mechanical files for client and outside vendor use



New logo

Phase IV: Corporate Identity Development

- Fully developed corporate identity including cards, letterhead, envelopes, e-mail address bars, invoicing, mailing labels, and internal documentation
- Explored paper options and printing quotes
- Researched and presented truck graphics examples for client review

Campaign Presentation

- Presented entire corporate identity
- Discussed final tweaks to make to corporate identity before completing electronic files
- Discussed paper options and print quotes and determined direction to take
- Presented truck graphic examples to determine strategic direction with client
- Final logo files
- Created and distributed final corporate identity mechanical files for client and outside vendor use



Phase V: Truck Graphic Development

- Fully developed several truck graphic options for client review
- Explored photography options and production quotes



Original truck

Campaign Presentation

- Presented truck graphic options
- Determined which direction to move forward with
- Discussed photography options and production quotes and determined direction to move forward with
- Determined production budgets and timing



Truck concept

Photo Shoot

- Purchased props and had pre-production meeting with photographer

Photography Presentation

- Determined final photography selects
- Discussed any digital-retouching work necessary
- Reviewed installation costs and vendor quotes
- Determined who will oversee project management of installation (client or Agency)

Final Logo File Development

- Retouched photography as needed
- Created and distributed truck graphic mechanical files for client and outside vendor use



New truck