

# case study

## Gelatissimo



NO ARTIFICIAL FLAVOURS  
**Made FRESH IN-STORE**  
NO ARTIFICIAL COLOURS





## problem

- Existing brand was dated, lacked engagement, and in need of an evolution
- Re-brand had to work across multiple channels including in store and digital platforms
- 35 locations with varying specifications and limitations

## execution

- Research, create and present re-brand concepts to key stake holders
- Re-design completed brand from ground up including style guide, logo, packaging, image style and various other touch points
- Work with shop fitters to realise new brand vision and problem solve

## results

- 01** *Broader market appeal whilst remaining relevant to core company values*
- 02** *22% average reduction in capital fit out costs*
- 03** *Enthusiastic buy-in from franchisees, company directors and loyal fans*



# their words

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**“** *We’ve had a long association with Emedia Creative but this latest project has really reinforced our admiration for the team. They have modernised our brand in a way that cements our credibility, captures our history and drives us forward.*

*Flexibility was essential and I’m delighted to report the brand works equally well in-store and online. As always, the concepts were delivered on time and we only made minimal changes. The entire process was hassle-free and the results were outstanding.* **”**

KRISTINE TAN  
MARKETING MANAGER, GELATISSIMO