



FOSTER'S REDESIGN // BRINGING OUT THE AUSSIE PERSONALITY

BACKGROUND

From 1990-2000, Foster's enjoyed a decade of consistent growth and had become one of the few imports to gain a national presence in the US. However, by 2000, increased competition took away significant market share from Foster's. In an effort to reclaim their position in the US, Foster's developed a new positioning strategy which showcased the approachability and sociability of the Aussie personality. Soulsight was asked to develop the visual expression of this new brand idea.

SOLUTION

Soulsight began by doing a deep immersion into the complex and rich personality of the Foster's brand. Translating the attitude to the package design was the strategic objective, the part missing from the current package. The challenge was to retain the brand's key equities – the iconic

"F" roundel, the color palette, logo type and "Roo" icon – while having them work in harmony in a contemporary way. Soulsight developed a variety of solutions that felt premium, distinctive, masculine and active. The selected design utilizes a bold, fresh expression of refreshment with graphic, stylized beer spray and a larger-than-life beer bottle.

RESULTS

Foster's lovers agree; there's nothing shy about this package. Bold, graphic and a standout on shelf, Foster's now has a package that reflects its Australian essence. After seeing the revised package design, Costco increased their order, doubling their sales numbers from the previous year.