

Elmgrove Farm- SuperBrands Case Study 2023



From...

- Ambitious commercial growth objectives
- Desire to be seen as a national brand
- Plans to develop new on-site shop and enhance online presence
- Current brand considered outdated and unfit for purpose

To...

- Clear brand strategy & positioning
- Messaging tailored to target audience
- Vibrant new design rolled out to packaging and point of sale materials



The Process

1. Commercial Marketing Strategy Review

Do we have the right products in the right channels?

2. Brand Strategy Workshop

- Brand story fully developed
- Defined Target Audience
- Creative Brief

3. Design agency appointed

Proposition developed & 3 routes created

4. Routes Evaluated

4 x Focus Groups (half regular flower buyers, half not)

The Outcome

- Clear brand strategy & positioning
- Vibrant new brand design for all packaging and in-store use
- Messaging tailored to target audience
 - Now also fully rolled out online
<https://elmgroveflowerfarm.ie/>

Brand Evolution





Elmgrove IRISH FLOWER FARM



Elmgrove
IRISH FLOWER FARM



You're invited!
September 16th
10am - 1pm
at Elmgrove Irish Flower Farm Shop K32C925

Grand Opening

We are hosting a morning of give-aways, special offers, floristry demos, and special guests.

From 10am you'll see:

- Special guest Gerry Daly
- Demos by professional florists
- Q&A with local producers, artists & craft suppliers
- Darragh will be on hand to discuss the future plans for the shop
- 10% off on everything throughout the day



Thank You!

