

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- Current brand considered outdated and unfit for purpose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

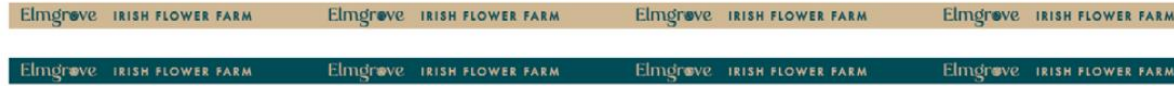
4 x Focus Groups (half regular
flower buyers, half not)

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



Grand
Opening

You're invited!

September 16th

10am - 1pm

at Elmgrove Irish Flower
Farm Shop K32C925

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!

