

Farmacia Fratto is a long standing local pharmacy run by generations of the Fratto family. With over 50 years experience in retail pharmacy Farmacia Fratto sought out Allde's experience as part of their plans to expand the business. The project required a new brand identity that would create opportunities for retail expansion and labelling of own brand products.

Competition drives to success

Despite having deep roots in the community and being well placed in the centre of the city, Farmacia Fratto was facing strong competition from out of town retail units that offered car parking facilities and a one stop area for all their shopping needs. In order to compete, the pharmacy recognised the need to create a communication campaign that garnered the loyalty of existing customers and sought the attention of new customers.

Together with Allde, a strategy was established for a new brand identity that conveyed Farmacia Fratto's one to one service and friendliness whilst being modern and fresh.



Targeting business

Allde's marketing research suggested the importance of female consumers - as a consequence the brand identity sought to target women specifically but still be accessible to male sensitivities.

Brand concept

The pivotal design in conveying the brand concept came from the logo design. The design captured feminine qualities with elegant and rounded lettering, introduced the locally renowned citrus fruit "cedro" to connect with the local heritage and maintained the importance of the pharmacy connection with the recognisable symbol for healthcare, the cross.

These three elements were bought together with fresh colouring appealing to the current movement for organic, fresh and natural products.



Diversifying the brand

As well as retailing well known pharmaceutical and cosmetic brands Farmacia Fratto sold their own range of products. Allde created a brand image that enabled the transfer from shop signage and display to product labelling. The flexibility in the brand design allowed the creation of a look for the Farmacia Fratto own brand products that could compete with well known cosmetic brands.

Growing business

The brand creation and introduction of the new product labelling has been a success with existing customers and increased the turnover despite the growing competition. As a result the future remains secured for Farmacia Fratto.

