

***All companies want to stand out from their competitors - in La Bottega del Pulito's case this was no exception.***

They approached Allde in recognition of the fact that in order to maintain their lead as the largest household, toiletry and hygiene franchise in Southern Italy, they had to invest in their brand. In the world of franchise this is particularly important as clients are buying a recognised brand ahead of anything else.



### **Concept fundamentals**

La Bottega del Pulito came to Allde without a clear brand identity - however they were already very successful. This posed a challenge Allde enjoys; we had to create a new, fresh and uplifting identity that didn't tarnish the success of the current identity.

The starting point was the identification of the key success factors of the existing brand. Once these factors had been established Allde researched the opportunities within the industry to identify the future success drivers - that is, what consumers want from their household goods.

The results of our investigation created a design that consumers would be loyal towards, that was friendly, uplifting and highly recognisable as symbol that could be trusted for the whole family.



### Brand roll out

The new logo for La Bottega del Pulito became an imperative for the whole brand identity. Consequently, the logo was rolled out across the company on to all their products and company communication material.

This roll out included all digital communication media and large scale outdoor signage. Alldé redesigned their shop fronts to incorporate the new designs and all delivery vans boasted the new brand image.

La Bottega del Pulito had found an expression for their company identity and values, and they were proud to communicate this across all media and in all their interaction with their consumer.

