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Brand new look makes a splash for Simpson's



before

➤ The background

Simpson Seafish is a leading supplier of chilled, smoked and frozen fish and seafood to the multiples. This family-run company had established a successful business in supplying retailer-branded products to the supermarkets, but with very little focus on its own brand development. Sensing the opportunity to target more diverse markets, Simpson wanted to launch its own-brand of quality fish and seafood products. With their superb facilities in Hull, the Simpson name was in need of a fresh brand identity to match its aspirations.

➤ The challenge

Their existing corporate identity wasn't working hard enough to convey the Simpson core values of quality, convenience and innovation. In a sector already dominated by familiar household names, the Simpson brand needed to punch above its weight to achieve visibility in a competitive market.

It was a case of starting from scratch, so Simpson's turned to their preferred food packaging solutions partner, RPS, to come up with the answer.

➤ The solution

To develop a new brand identity for Simpson's Seafish and apply the new look to a range of own-brand packaging, RPS worked closely with an established partner, Pink Stripes Marketing. Market research was used to check out competitors' branding and establish a detailed picture of the types of packaging used in the sector.

Based on their findings, RPS recommended the company adopt 'Simpson's' as their brand name for simplicity, and drop the 'Seafish' element, enabling the company to extend its brand in future to include more varied seafood products than simply fish.



after



Throughout the re-branding, RPS managed all aspects

RPS introduced a more contemporary typeface, fresh colourways associated with the ocean, and a creative fish icon in the shape of an 's' to associate Simpson's with its core products.

The new-style brand was applied on labels and sleeves to launch the first 'Simpson's' range of fresh chilled fish and seafood products. This consisted of Salmon, Cod, Smoked Cod, Haddock and Smoked Haddock Fillets, Cooked & Peeled Prawns and Seafood Sticks.

For their own-label frozen fish fillets range, comprising of Cod, Haddock, Smoked Haddock and White Fish, RPS proposed tear-resistant PE bags portraying a fresh and premium image, complete with innovative recipes.

To illustrate how succulent seafood dishes can be created with little or no preparation, RPS directed exquisitely photographed serving suggestions for the entire range. Friendly cooking guidance and healthy eating icons were also developed for labels, sleeves and bags to raise consumer awareness of the convenience and natural goodness of seafood.

Throughout the re-branding, RPS managed all aspects relating to graphic design, photography and print, providing creative direction and technical expertise to ensure perfect finished results.

➤ The benefits

Simpson's is now in a position to either promote its own range in direct competition with the Retailers, or offer its products as fighter brands to improve foot traffic in store. The new brand also offers the flexibility to extend the range beyond fish to offer other high quality meal solutions.

➤ The winning package

RPS' meticulous approach to Simpson's re-branding and packaging shows the substantial resources and expertise they can bring to a project. By working closely with the client, they have delivered a fresh image that now conveys the quality of product found within the packaging. Simpson's have since commissioned RPS to develop their company sales literature.