

For immediate release

Blue Marlin builds on Embleton Hall Dairies brand with 1% Milk launch

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Paul Thompson, Embleton Hall Dairies director

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Blue Marlin has created the brand expression for Embleton Hall Dairies' latest product, 1% Milk, which launches this month.

The integrated independent agency worked with Embleton Hall three years ago to create a new identity and packaging for its range of milk products, which then comprised Whole, Semi Skimmed and Skimmed.

The latest launch builds on the strength of the existing brand identity with the addition of a new colour, purple, to differentiate 1% Milk from the rest of Embleton family. In addition to the “same again please” design device and animal illustration that appears on all variants, a hedgehog in the case of 1%, the label also promotes that it tastes as good as semi skimmed.

Embleton Hall Dairies director Paul Thompson comments: “There is increasing demand for lower fat milk, but taste has previously been an issue. We are proud that our 1% tastes as good as semi skimmed and Blue Marlin's design makes you want to grab it out of the fridge.”

A Blue Marlin spokeswoman says: “Working on an extension to Embleton Hall's portfolio is great proof of the strength of the overall brand identity. The 1% treatment is designed to have a distinct and eye catching identity that still sits comfortably within the family of products.”





About Blue Marlin

Blue Marlin is the home of landing big ideas, which are at the heart of everything we do. We pride ourselves on delivering relevant, unique and consistent experiences across brand touch points worldwide. Blue Marlin is an independent integrated brand design consultancy with an international network of offices across the USA, UK, Australia and the Far East. We create and grow business through brand strategy, brand innovation, structural design, brand identity and graphic design, and brand environments. Clients range from large multinationals, including Unilever, Shell, GlaxoSmithKline and Reckitt Benckiser, to small owner-managed entrepreneurial businesses, such as Orchard Pig and Kettle Foods.

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