

3

Healthy Recovery.

“Koeplinger’s Recipe Bread” had been the bread of choice for hardcore health enthusiasts throughout Michigan. Over the years, the bread strayed farther and farther away from the original recipe. Former Koeplinger’s Recipe customers began to move on, and newly targeted customers simply weren’t interested.

Seeing an opportunity, Aunt Millie’s Bakeries purchased the Koeplinger’s Recipe brand. The bread was quickly restored to its original recipe. But how to restore the Koeplinger’s Recipe brand?

Big responded with a three-step approach – positioning, packaging and promotion. Koeplinger’s Recipe needed to reinforce their position as an ultra-healthy, premium bread. Every new branding effort was centered around Koeplinger’s Recipe being “the healthier bread.” Packaging was redesigned to show a change back to the original Koeplinger’s Recipe. While the packaging looked new and different, it retained all of the original design elements. The final step was an update of the Koeplinger’s Recipe Web site. As a result, Koeplinger’s Recipe not only regained many of their previous customer base, but captured new, health-conscious consumers.

“The recovery of the Koeplinger’s Recipe brand is nothing short of amazing. Big’s foresight and creativity were instrumental in that success.”

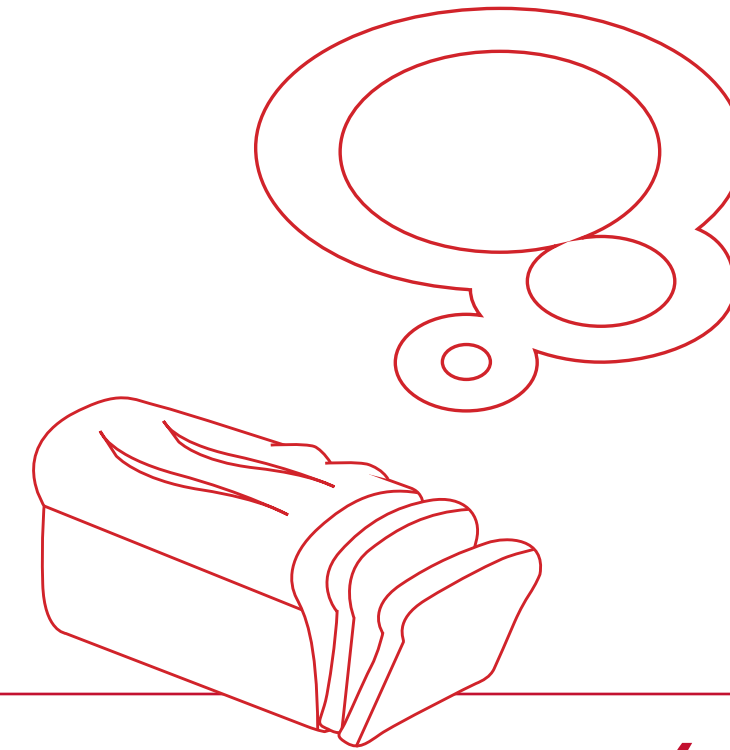
– Bohn Popp – Vice President, Marketing Aunt Millie’s Bakeries



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Helping Aunt Millie’s make bread.

Not long ago, Aunt Millie’s Bakeries was faced with a challenge that any business would love to have. They had outgrown their own brand identity. After more than a hundred years of business, this regional bakery had grown to the point where they were competing against national-level brands. Somehow they needed to take the Aunt Millie’s brand to a national level without losing the familiar charm of a regional bakery. How did they do it?

They thought Big.

1

Aunt Millie's New Look.

After studying the Aunt Millie's brand both internally and in the marketplace, Big determined that the brand was being held back by a lack of continuity and dated graphic treatments. The existing logo was cleaned up and given a warm, 3D look. The bold, red Aunt Millie's banner, along with the Aunt Millie's hand-written signature were given expanded roles in the new identity system as secondary logo elements. Corporate typefaces and color palettes were also established.

We Bake Memories



2

A Beautiful Relationship.

What began as a simple corporate identity update quickly grew into a solid branding partnership. Big began by applying the Aunt Millie's new look to coupons, print ads and point-of-purchase displays. The more Aunt Millie's asked for, the more they realized the scope of Big's capabilities. Soon, Big began to handle package design, TV and radio advertisements, a new Web site, fleet graphics – even PR and internal communications.

"This is a true partnership. Aunt Millie's relies on Big to handle every aspect of the Aunt Millie's brand."

– Melissa Dunning – Marketing Director, Aunt Millie's Bakeries



Seasonal Promotions



Print Advertising



Point of Sale Display



Fleet Graphics

