

Branddevelopment

## Schaller Premium

Development of a Premium B2B Brand for international Markets

## Content

## 1. Task

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### 2. Starting position

### 3. Strategy

### 4. Target

### 5. Implementation

### 6. Public launch

### 7. Internal

### 8. Conclusion

The Austrian company Schaller commissioned cdc | Brandcreation with the brand positioning of a B2B trade brand in the food technology sector, as well as the implementation of this brand in the Eastern European and Central Asian markets.

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## 2. Starting position

Schaller supplies the food processing industry in Central Asia and Eastern Europe, this is handled by a network of 20 branches and more than 180 dealership locations. The focus of activities, in addition to planning and commissioning of systems and machines, is on food technology. In this sector, the company is a supplier of high-quality products such as mixed spices, functional additives, breadcrumb coatings, binding systems and coating dips.



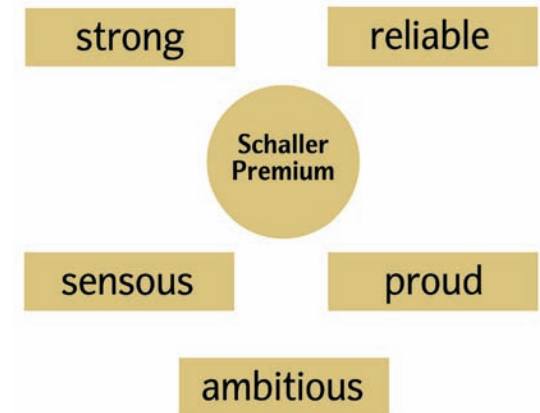
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## 3. Strategy

cdc | Brandcreation created the umbrella brand Schaller Premium to combine the various suppliers under one roof. The umbrella brand enables both independence with regard to individual suppliers and a quality promise for the customers.

### Skizzen zum Markenhaus



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## 4. Target

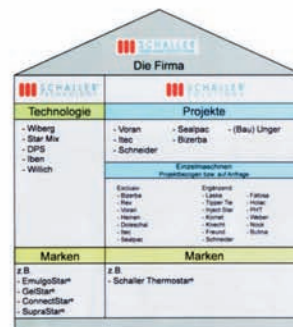
With Schaller Premium, the aim was to create an independent B2B brand in the high-quality food technology sector. It was intended to design the brand exclusively for the Central Asian and Eastern European markets. It was expected this would have positive influences on other parts of the company.

### Aktuelle Überlegungen zur Überarbeitung der Markenarchitektur

Dachmarke



Geschäftsfelder



- Produkte
- Partnermarken
- Eigenmarken
- etc.

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## 5. Implementation

Following market investigations in Russia and interviews with customers, employees and suppliers, the relevant brand attributes and the company claim Excellence in Food were defined in internal workshops.

The main focus in this phase, in addition to the brand principles, was the redesign of the packaging. In order to tie in the premium concept visibly, the colour gold, which is unusual in this sector, was chosen. This applies to all packaging units, including boxes, pouches, bags and labelling.

 **SCHALLER®**

*Excellence in Food*

*Совершенство в каждом продукте*



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The positioning and brand attributes were illustrated in a brand book. Texts and subjects were tailored with intercultural significance in mind, alongside our Russian partners.

The brand was presented in front of 150 specially invited guests from Eastern Europe in the Novomatic Forum in Vienna. At the event, the video, brand book and packaging were presented to employees, dealers and representatives. In the second part of the 2-day event, participants learnt more about the vision and brand principles in a brand workshop.



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## 6. Public launch

cdc | Brandcreation was responsible for the entire trade fair appearance. The brand presence was rounded off by press releases, advertising campaigns, image brochures and a product catalogue. During the brand positioning for Schaller Premium, the entire image of the Schaller company was gradually reworked and adapted to the changed conditions.





Ads special interest magazines



**SCHALLER®**  
**PREMIUM**

## Делаем хорошее – лучше



Надежное качество, экспертная поддержка, сотрудничество с ведущими мировыми производителями и опыт наших сотрудников – все это отражается в нашем комплексном подходе, гарантирующем успех наших заказчиков. Чтобы усилить этот эффект, мы объединили такие продукты, как специи, добавки, панировки, эмульгаторы и таухмассы под одной торговой маркой Schaller Premium. Отныне все преимущества целостного сервисного подхода носят единое имя - Schaller Premium.

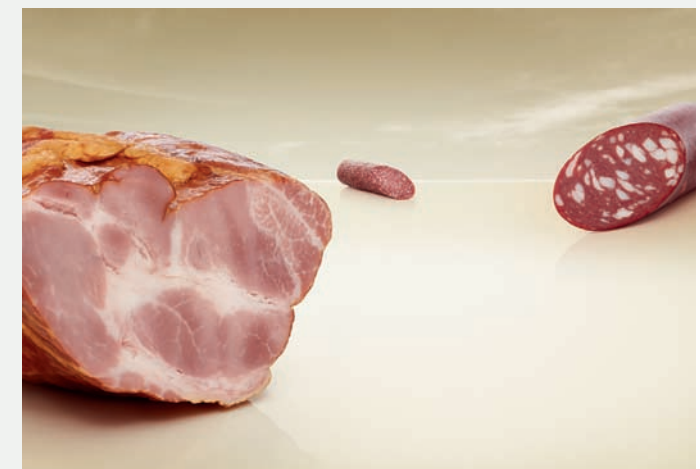
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*Excellence in Food  
Совершенство в каждом продукте*

video trailer for launch event



product catalogues  
brochures



photoconcept products

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## 7. Internal

For the continuing implementation and the integration of employees and partners, a subject plan was designed, which converted the brand attributes into concrete measures. For example, for the key communication point of reliability, an additional quality check was implemented at Schaller. Also, a dedicated test laboratory was set up to ensure that the requirement of stable product quality was met.



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The expressions were divided into products, services, conduct and communication, in order to create and allocate individual measures.

Attribut: Reliable	Expression
1. Reliable products	Products/Communication
2. Stable quality	Products/Communication
3. Double quality check	Service/Communication
4. Specialist expertise	Service/Communication/Conduct
5. Adherence to delivery dates/ quantity stipulations	Conduct
6. Complaints process	Conduct/Communication

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## 8. Conclusion

The duration of the entire branding process through to the public launch was 9 months. A further 6 months were calculated for the employees' learning processes, the change in the packaging and the supplying of branches in Central Asia and Eastern Europe.

The change has been received positively by employees and dealers alike. An increase in requests from dealers to adopt the Schaller Premium range was also a positive indicator.