



these little piggies went upmarket

Turning the country's major business to business supplier of farm feeds into an entirely different animal

Our challenge was to bring a market leader firmly into the 21st century without dismissing history or heritage. Duke's & Botley worked closely with Sperm to ensure the established brand values echoed strongly across all visual communication.

The Farm Feeds brand overhaul re affirms Duke's & Botley as the UK's number 1 name in its industry sector – a brand that continues to cut through the clutter.

Key skills used in project

- brand identity
- packaging
- copy writing
- brand language
- art direction
- retouching
- artwork

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