



## Putting the spring in Oxsprings

Sperm created the identity, developed the strategy and launched new packaging for Oxsprings Air Dried Ham, the UK equivalent of Parma Ham. This premium product aims to provide the UK with its first brand of dry cured hams. The product is already endorsed by the Cotswold Chef among other celebrities.

Sperm worked closely with the MD of Oxsprings, Alex Oxspring to reflect the uniqueness of the product. The initial brief was to not only advertise the fact that the UK has an amazing product in the pig farming market, but also to educate and inform the public on how many things you can do with the product. Oxsprings versatility, along with the flavour is its key strength.

### Key skills used in project

- identity creation
- advertising
- copy writing
- brand language
- brand strategy
- art direction
- retouching
- artwork
- packaging
- developing website

[www.oxsprings.co.uk](http://www.oxsprings.co.uk)

