



Made With Joy

Made With Joy is a new kind of food and beverage company starting things off with three flavours of lassi. We helped choose the name, create the identity, produce the packaging and launch the new website. The design is based on Indian colours, bling and patterns. A bold design that has already proved a hit in the shops of London town.

The brand has hit the shops and been talked about in blogs and design books around the world.

“The House were the first design company we’ve worked with and found ourselves to be very lucky! They’re a great team and have helped our products to take on a life we could have only imagined! With their enthusiasm and infectious energy they’ve become an integral part of Made With Joy!”

Sid Singh, Founder - Made With Joy

What was the problem?

We started working with this client when they first came up with the idea to sell Indian Lassi drinks in the UK market. With little more than three delicious flavours and a idea to bring exotic India to a new audience, our client laid down the brief.

We started with naming, coming up with a variety of names to communicate joy, fun, India, lassi and more. After many choices we decided to name the company “Made With Joy” as everything they did and planned to do, would be done in this way. As the first of many products the lassi drinks needed a name too. After looking at the market closely we found there were a few lassi drink on the market but they were not particularly popular and tended to lean towards the “smoothie” end of the market. Therefore we decide to be bold and chose “lassi” as the brand name.

And how did we solve it?

We had three flavours to work with as first and the plan was to take on the likes of Innocent Smoothies, no easy task. The flavours include Mango, Cardamon and Strawberry with Holy Basil. After testing the prototypes we knew we were onto a winner as they flavours were out of this world.

We looked closely at Indian culture and had a good understand of the British Asian mix. We wanted to bring in the best elements of Indian culture, the colour, the sparkle, the glamour, the spice and mix this with western culture to create a unique blend that all can connect with. Each flavour has it’s own individual pattern, filled with hidden gems and humour. The foil labels give the packaging a bit of a sparkle helping it stand out from the shelf as well as giving it a nod to India jewellery and the love of gold accessories.

The Results?

The products are selling well across independent food stores, at farmers markets and the product range is expanding all the time. The plan for 2013 is to enter the supermarket scene.

3 products



Which services did this include?

- DIGITAL & INTERACTIVE
- STRATEGY & MARKETING
- CONTENT ENTERTAINMENT
- CONSULTANCY & WORKSHOPS

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