



## Olive Branch

Olive Branch - <http://myolivebranch.co.uk/> - came to us a couple of years ago to start a new food company. We've become known for this type of work and have found some great success.

Olive Branch is a new range of products from the sunny Greek island of Crete. Starting with the tastiest olive oil we have ever had the pleasure of putting in our mouths, we began to create a brand. New projects are added to the range every few months including jam, red wine vinegar, olives and a couple we can't quite announce yet.

## What was the problem?

Olive Branch founders Maria Koinaki from Crete and her partner Kamil Shah came to us with an idea; create a product range around the delicious, juicy olive fruit from the sun drenched climate of Crete. We loved the name and loved the taste of their first product, olive oil, even more so we got to work.

Like most Cretans, Maria's family owns their own olive trees and as a child, she would take part in the annual olive harvest, hand picking fresh olives and helping her father to take them to the local olive mill in Ierapetra (Southern Crete).

Olive Oil, particularly from this area of the world, is known for its health benefits, so this was a key element when creating the brand. Check out the benefits here <http://myolivebranch.co.uk/information/health-benefits>

We needed to think about the long term aims of Olive Branch focussing on more than just one product. The brief was to create a brand that is fun, interesting, a quality product and had health benefits.

## And how did we solve it?

Olives are of course at the heart of most of the products so this had to be included. However we wanted to create a second smile in the mind and hence the olive is hidden within the negative space of the "O". As we learnt more about the brand and the amazing life extending qualities of olives, particularly the ones we are using from the island of Crete, we knew we had to focus on this to differentiate the brand. We highlighted the word "live" within "Olive" and have plans in the future to develop this with "O live" longer, wiser, happier, better etc.

We came out with a different approach for this brand by creating a fully illustrated graphic. The logo's most recognisable element is the olive fruit, the bold and clean logomark brings out the fruitful image of the brand. We tried our best to bring in as much fun as we can onto the packaging. Check out the unusual illustrated back label and the website we made for them at [www.myolivebranch.co.uk](http://www.myolivebranch.co.uk)

## 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.

5+  
products  
added



## Which services did this include?

DIGITAL &  
INTERACTIVE

STRATEGY &  
MARKETING

CONTENT  
ENTERTAINMENT

CONSULTANCY  
& WORKSHOPS

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