



Bali Spice is a line of authentic Indonesian sauces produced by PeaceWorks, a not-only-for-profit company that donates five percent of its profits to peace-promoting causes. This product line is the first to be produced out of PeaceWorks' Global Understanding Initiative (GUI) which was established post 9.11 to foster business ventures between western and Muslim countries. Bali Spice products are made in a woman-owned factory in Indonesia, through Christian, Buddhist and Muslim cooperation.

CHALLENGE

The look of the old brand was dated. The packaging design was generic and visually undistinguishable against their competitor. The marketplace for specialty sauces is hyper-competitive. In pursuing wealthier, health-conscious, and quality-driven consumers, the trend in food industry is to focus on distinctive characteristics such as cultural tradition, local ingredients and regional flavors. Bali Spice's focus was not well defined and therefore did not take full advantage of these unique characteristics. There were several shortcomings to old packaging design: dated logo design, unappetizing color combinations, unsanitary cap, and legibility issues of the label.

SOLUTIONS:

Our primary focus was to reposition this product to align with the current trend in the specialty sauce market. Given the products' origin and the Peaceworks business model, we recommended giving the brand more defined geographic and cultural characteristics. As with the packaging, we recommended rebranding the entire visual system: develop a new color palette, redesigning the logo, establishing new visual anchors and creating better information hierarchy.

Using distinct, traditional Balinese masks as inspiration, we created a distinguishable logo and developed a fresh and bold color palette to reflect the taste and the vibrant culture of Bali. For packaging, a Batik pattern was used with the new color

palette for the shrink-wrapped cover on the neck bottles. These elements instantly became the visual anchors. They also represent Peaceworks' mission of promoting diversity, tolerance and cooperation. On the labels, we chose a clean and structured design for contrast. The tinted patterns of Bali against the solid backgrounds reinforce the quality of the product. Silhouetted images of garlic and chili are strategically placed on the label, and "garlic chili sauce" is designed in white and placed in the center to draw attention to the product. The information on the label was rearranged to improve legibility and hierarchy. As part of part of this rebranding initiative, our firm played an important role in the implementation and monitoring stage.