
Bart

Strategy, branding, packaging, structural design, in-store fixtures, web design and build



“Honey has generated 42.5% value growth for Bart in the first 12 weeks post launch. As a result we have won a UK Packaging Award & a DBA Award. We are delighted!”

Fran Campbell - Head of Marketing

Honey - Commercial Brand Partners:
Commercial Planning, NPD Innovation, Branding,
Design, Digital and Marketing.

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9 wins in 7 years.

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The Brief

To re-position and expand Bart from Bart Spices to The Bart Ingredient Company, a trusted, knowledgeable brand of ethically and sustainably sourced, high quality cooking ingredients.

To expand the consumer base and becoming the brand of choice for expert and creative cooks.

The Insight

There is little emotional attachment to herbs and spices, most people think they all taste the same. Packaging in the category is uninspiring and fixtures often as boring as searching for a library book alphabetically. There was an opportunity to communicate to consumers that not all ingredients are equal by educating and inspiring them to be more creative with their usage of herbs and spices.

The Solution

Honey worked along side The Bart Ingredients Company to develop the new brand, packaging, innovative new jar structures, inspirational in-store fixtures and its corporate communications, all focused on how the products would be used by expert and creative cooks.

The function took president in the jar design with Honey creating the 'Spoonkler' top allowing the user to either sprinkle the ingredients or spoon out from the widened jar. The jar itself has been simplified for a much sleeker, more premium looking aesthetic.

The graphics have been given a refreshed modern feel whilst maintaining the key Bart equities. The heritage and expertise of the brand are expressed through fine details and a traditional appearance contrasted with a confident, modern typeface for quick identification in the supermarket environment.

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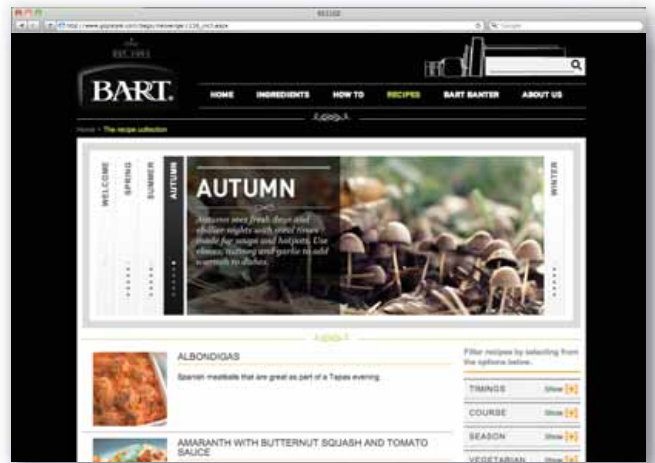
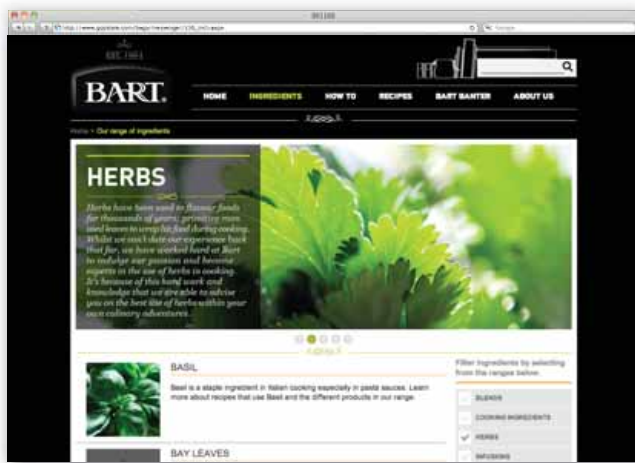
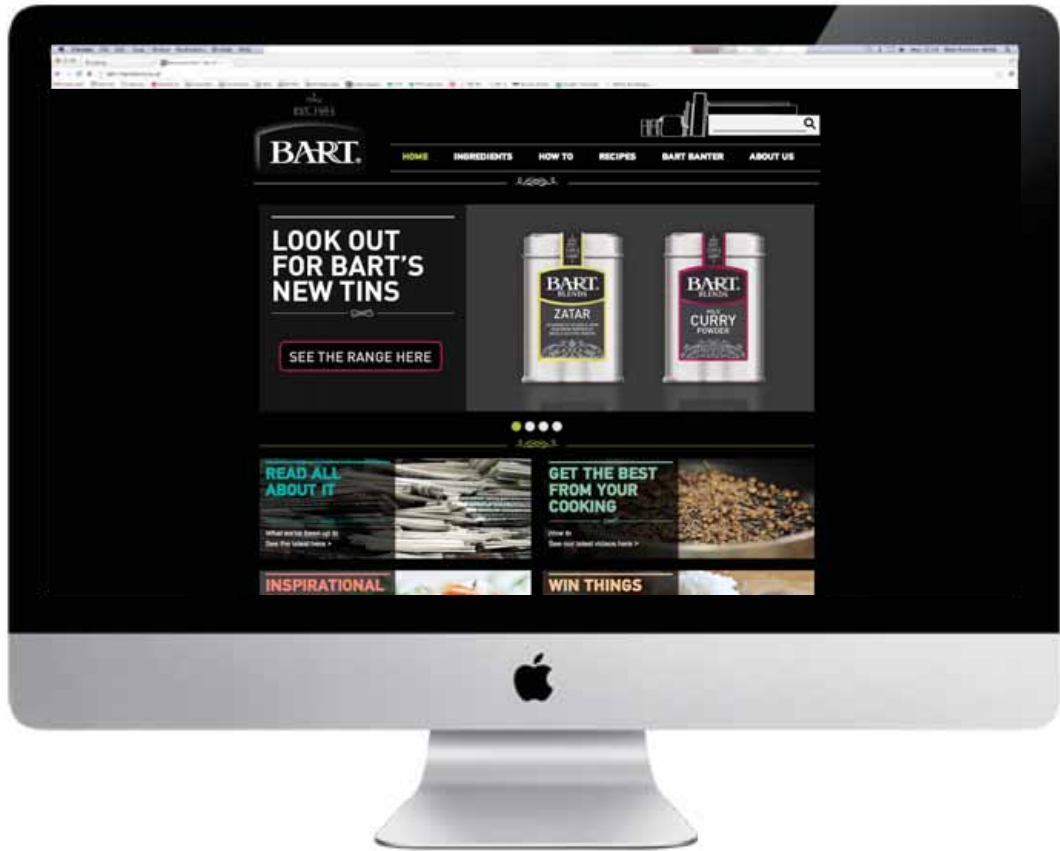
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Honey also designed and built the new Bart website further bringing to life the brand off pack.

The website is a user friendly, educational site that offers an array of information about herbs and spices and inspirational tips showing users how to be more creative with their cooking.

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