

Breville Retains Yello to Develop Brand Experience

Sydney, September 10, 2009: Yello, one of Australia's leading brand consultancies and part of STW Group, has been retained by Breville Group Limited to help focus the development of its brand presence in the global appliance market.

Breville has been a household name in Australia since the 70s, and sees opportunities for the brand to own a more distinct space in consumers' minds.

Breville's Group General Manager, Marketing and Product Development, Jack Lord says the first priorities are focus and alignment.

"All brands are built from people's experiences," says Lord. "At Breville, we're committed to aligning the key aspects of our consumer experience against our brand focus. Product functionality, marketing communications, packaging, point-of-sale and after-sales service – it has to add up to something that's distinct and valuable for our customers."

Yello will be supporting Breville with brand positioning and articulation, internal alignment and a review of Breville's visual language.

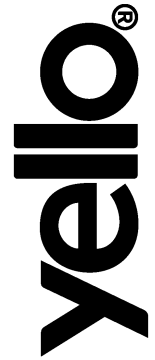
Yello's Managing Director, Kate Messenger, explains: "As a business like Breville grows and develops its product offering through continuous innovation, its brand is necessarily going to evolve in people's minds. The Breville team is determined to shape that evolution in the way that's best for their business."

Yello develops and designs brands as ideas, identities and experiences, and is part of STW Group, Australia's leading marketing content and communications services group.

Ends.

For more information contact:

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The Yello logo consists of the word "yello" in a bold, lowercase, sans-serif font. The letter "o" is significantly larger than the other letters and has a registered trademark symbol (®) to its upper right.

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