



## **So Natural feels its best with new brand**

**Sydney, August 11, 2009:** The brand of Australia's premier soy product, So Natural, has a new lease of life developed by STW's Moon Communications Group, with refreshed packaging and revitalised look due to hit shelves this month.

Moon, a leading brand, communication and digital agency, developed the new brand strategy and packaging for Freedom Foods and its So Natural range after successfully pitching against two other agencies.

As part of the brand refresh, Moon developed an over-arching strategy, brand architecture, pack design, product names and the tone of voice for all packaging related to So Natural products.

"So Natural is operating in a highly competitive market," said Megan Hauptfleisch, Group Marketing Manager of Freedom Foods. "It was important that we developed a brand that was not only compelling to the soy consumer, but one that would stand out from the crowd and gain traction within the cluttered category," she said.

"The result is a new, modern, visually distinct brand that differentiates So Natural from its competitors."

Using natural cues, the brand also clearly communicates the newly-developed promise of 'feeling your natural best'.

"Research shows that people choose to buy soy and rice milks because it makes them feel better. They enjoy the great taste of So Natural, but they love how it makes them feel," said Moon's Creative Director, Brand, Linda Jukic.

"Therefore it was crucial that we developed branding and packaging that clearly communicates that feeling. The result is an exciting and relevant new look, with clean graphics, a simplified logo and colours that are bright but natural."

So Natural's new look and packaging will be seen on shelves from August.

Freedom Foods is an Australian owned and operated company, helping Australians feel better about what they eat. Freedom's range of foods are free from many health sensitive ingredients such as lactose, preservatives and peanuts whilst still maintaining great taste.

Moon Communications Group is part of STW Group, Australia's leading marketing content and communications services group. Moon specialises in delivering creative brand, design, retail, advertising, digital and interactive solutions.

**Ends**

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