

## CASE STUDY



## Voermol® brand refresh: *beefing up our bull*

For nearly 60 years, Voermol® Feeds has been at the forefront of scientific success in the animal feeds sector and is the market leader in the molasses and pith-based animal feeds industry in South Africa. The company is a proud part of the Tongaat Hulett family and recently undertook to evolve and refresh its corporate brand and packaging to better reflect our high-quality brand.

We consulted widely with key stakeholders including co-operative leadership, commercial and new era farming partners, as well as our sales team to gather input on our new look. The feedback received was very positive and influenced our design as we transitioned to “Beefing up our Bull”.

The evolution of our brand imagery includes a new logo that remains very recognisable and retains our underpin line of “What nature lacks, Voermol® will provide”. The new branding has been rolled out into new packaging and upgraded core sales and marketing assets to communicate our approach.