



LiquorLand

Nationwide Re-brand

LiquorLand is a national franchise business throughout New Zealand. They recently undertook a nationwide re-image of their branding and colour schemes as the previous branding had reached its best before date and was looking very tired.

The predominant colour for the new brand is a special green which was not a standard colour within the Resene colour range so we had them provide several drawdowns of various options before the final one was chosen. This has now been formulated specifically for the LiquorLand client and is available nationwide at the Resene stores.

Being such a striking colour we had to introduce another element to take the

possible harshness off the store fronts so we introduced a panel of natural timber Shadowclad, which was stained in a warm natural timber colour.

Highlights and specific building architectural details are brought out in the use of a grey and a black, all of which have been coded to LiquorLand Corporate Colour for ease of order for the network.

The rebrand has been a great success with turnovers increasing and the identification of stores made better by the strength of the colours. In fact a story has emerged where a franchisee was congratulated for setting up a store in a particular block of shops as the customer commented that "it was on his way home

so he would be putting all his custom that way". You can imagine the customer's reaction when he was informed that the store had in fact been located there for some seven years previous.

The power of brand, colour and overall treatment is evidenced in just that simple exchange.

The other point that made the entire process a real winner was the ability for us to procure wintergrade paint that cures at low temperature from Resene so those stores in the colder climates could still revitalise the brand eliminating a lot of potential downtime.



Architectural Specifier: Mark Ellery, Ellerymuir Associates Ltd
Painting Contractor: Andrews Property Services
Retail Brand Agency: Hot Foot



Resene Digital Green

