



**MOUNTAIN**

# Campfire chat

Mountain newsletter | October 2012

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**MOUNTAIN**

# October and full of energy!

Welcome to a fresh Mountain Campfire Chat. Full of nice-to-know-easy-to-go facts and pics. Over the last months, we have been rather busy, as you can see in this bumper edition. Most of us also enjoy going on holiday and spending time outdoors. So we are full of energy for the months to come, secure in the knowledge that the team spirit within Mountain will bring fresh and new ideas for strong brands and identities.

Enjoy, see further and deliver more.

Case studies: C1000

# How a private label becomes a private brand

The developments in the field of private labels are fascinating. We like to help retailers realise their ambitions for all categories that do not clash with those of our FMCG clients, C1000 for example. From brand strategy to actual packaging design. In a typical retail way. Close to the client and store, providing a good balance between vision, action and reality. We proudly present the design of two categories.



Case studies: C1000

# How a private label becomes a private brand





Case studies: Van Dobben

# Leading quality

If you want quality, you should go for Van Dobben. And Mountain of course. To strengthen the leadership position of Van Dobben in the premium croquette category, we have gone back to the brand's soul and origin. To subsequently accentuate this in a powerful yet simple way in the brand style and packaging design. With a strong shelf visibility and high hand value.



Case studies: Ferrero

# Make corporate responsibility tangible

Not that many people know it, but Ferrero (also known from e.g. Nutella, Mon Chéri, Kinder and Tic Tac) has always been a pioneer in the field of corporate social responsibility. Ferrero's wish to make its activities more tangible was mostly inspired by the public opinion. The time was right to create a visual and verbal style, a style that gives the company the recognition it deserves and that touches both heart and brain in the right place. Life is a Treat!





Case studies: Karvan Cévitam

# Let your imagination run wild

Karvan Cévitam syrup is the category leader. A drink fit for anyone, anytime, anyplace. It offers the consumer freedom with respect to use, quantity and choice of various flavours and that's what makes the brand optimistic and spontaneous. We created a design that feels free and creative. This dissolvable syrup changes into a cheerful and natural foliage, in which various shapes like to move around freely.



Case studies: Fresh Forward

# Reflecting the company's DNA

Fresh Forward is a consultancy agency for innovative marketing and strategic innovation. Fresh Forward manages to incorporate reason and emotion in its work in a refreshing way. The current website, however, no longer reflected Fresh Forward's DNA. That is why Mountain was asked to develop a website concept that really appeals to everyone's imagination.





Case studies: Jupiler Force

# The soft drink for real go-getters

Jupiler is the iconic beer brand for real men in the Benelux. But even real men often want to enjoy a refreshing drink without the alcohol. Jupiler Force was born! An innovation in the category, because it is a naturally brewed soft drink. Designed and shaped by Mountain, with a strong emphasis on the codes of soft drinks, without losing track of Jupiler's roots.



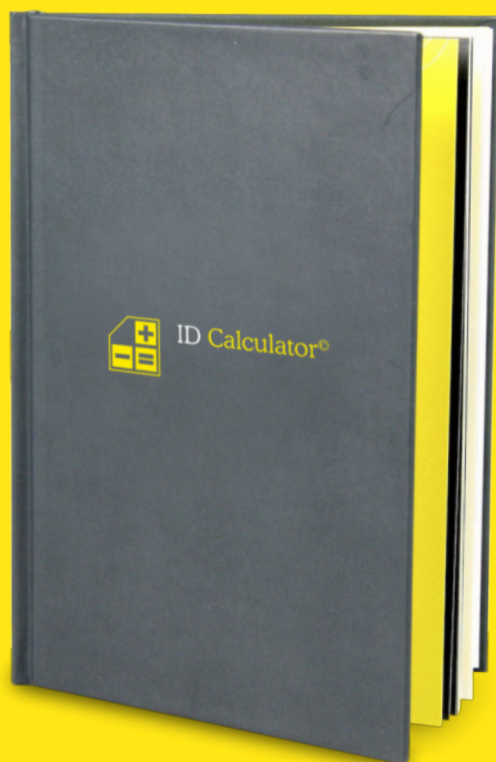
Case studies: Andy

# Fragrant and powerful for every house

Andy has been a household name in cleaning for generations. Andy is not only a powerful cleansing product, it is also known for its lovely fragrances and user friendliness. In order for Andy to remain the reference product in the category, Mountain has made Andy's character more tangible and improved its shelf navigation and impact!



Mountainous thinking



## ID calculator book Make your design more effective

Years of creative experience, working alongside great clients, has proven that “thinking before doing” actually adds value to the end result. To help you develop new corporate and packaging designs, we have created this handbook, which will contribute to your brand, product and/or service values.

With so many ambitious competitors, the brand is directly determined by its success to convey the brand message. Therefore, we developed a tool that helps to build a stronger design during development. We call this tool the ‘ID Calculator’, because it generates direct results. When dealing with product or service brands, evaluating your identity is not always that straightforward and often requires subjective judgement. The calculator provides the structure for the evaluation, discussion, and creation of a successful identity, which is a delicate process after all. Be fearless. Experiment. Have fun. Then turn your ideas into best practices.

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If you want a copy, just send an email to [rik@mountain.nl](mailto:rik@mountain.nl).



Einstein already knew it at the beginning of the previous century: 'Logic will get you from A to B. Imagination will take you everywhere.' It is often such a pity that you can only see the finished product and not the creative process. That is why Mountain will allow you a glimpse into the kitchen of some finished projects: The Mountain Creative Sketchbook.

## Case studies: Beers of New Europe

# A primer on central and East European beer design

Our colleagues in Prague, Moscow and Bucharest also love beer. They take a great deal of pride in the many Central and East European beer brands they have helped to design and evolve. They have created a special website to share some of their favourites and some of our knowledge of the region and the category.

Have a look at <http://azbeer.cg-eu.com/> for some fresh inspiration.



# Short news

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## New clients

We are happy to welcome great new clients. We are working now on great branding and design projects for, among other companies, Interpolis, GranFood and Royaan. The results of this new cooperations will be already partly visible in the shop, the shelf or online.



## New projects

Also our existing clients have contacted us again for great new projects. Thank you C1000, Heinz, FrieslandCampina, Akzo Nobel, Royal Wessanen, Unilever, Ab InBev, Van Lanschot, Agio Cigars, Westland Kaas and Maxeda DIY. It's a pleasure to work with you again!



## Mountain Magazine

In June, we published our first magazine. This magazine was well received by our customers, prospects, colleagues, agencies and suppliers. Most of them liked the warm and human feeling. And that was exactly our intention!



# In short

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## Dog in house

Mountain has once again managed to strengthen its forces. This time with a (real) dog. Her name: Manou. Like a true office manager, she welcomes you, gives us attention and asks questions. Who let's the dog out?

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## Entering sports markets

Great branding is based on know how to look and act from a different view. Together with an other agency we discovered a great insight in the global market of sports. And we are now converting this opportunity into a strong proposition. More to come in 2013

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## Sand between our feet

Live is not always about work, work and work. Sometimes you need to relax with you colleagues. So we did. On a nice sunny summerday on the beach. BBQ, beer, wine, music and sand between our feet. Live is hard...

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# The Mountain approach

## See Further

*Look beyond the obvious.*

Clearly understanding the goal. Isolating the problem. Knowing which information is (not) available. Understanding the journey. Refreshing your view. Building teams. Sharing ideas. Looking past the most obvious solutions.

## Dig Deeper

*Unlock new opportunities*

Having a better understanding of what drives the consumer. Knowing the strengths and weaknesses of the competition. Tapping into the soul of the brand. Unlocking its potential. Good, better, best. Focus on portfolio, brand, identity, design, communication. Making ideas tangible.

## Climb Higher

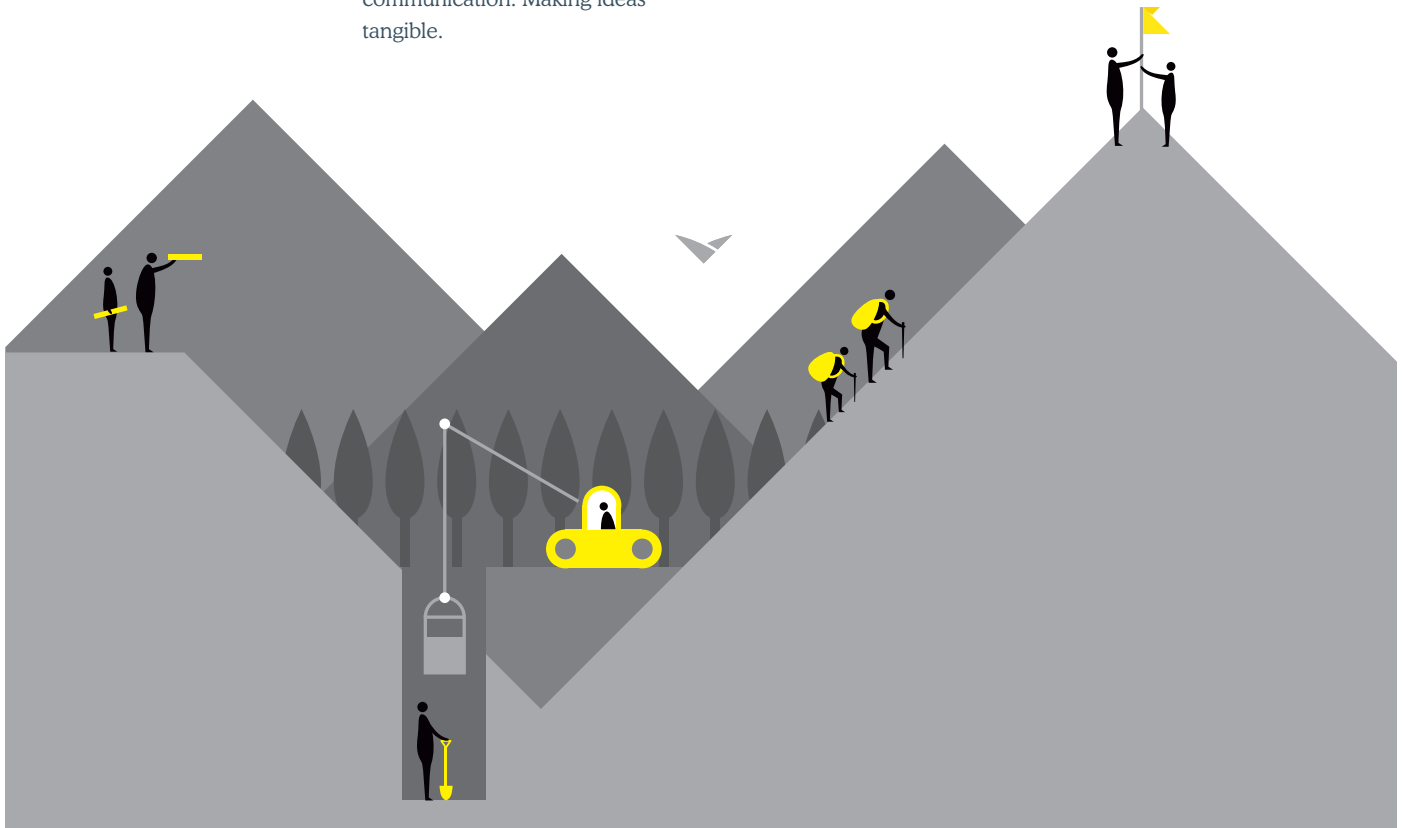
*Break new ground*

Developing strategic and tactical options. Which journey is feasible? Pointing out impact and consequences. Sharpen portfolio and brand(s). Optimising visual and verbal identity. Setting out design and communication platforms. Making tools.

## Deliver more

*Make it happen*

Seduce your target groups. Communicate the advantage in a reliable way. Convince. Provide the tools. Help with the execution of brand manifestations. Keep your finger on the pulse and your hands on the wheel (where needed). Enjoy.





**MOUNTAIN**

## Mountain is a leading European branding agency

that would like to help you discover new  
opportunities for your brand.

Perhaps one of these stories is the future for you!

So when you are ready to start a new chapter in the life  
of your brand, give us a call at +31 (0)70 302 20 80.

Or mail us at [rik@mountain.nl](mailto:rik@mountain.nl). And together, we will  
make sure your brand lives happily ever after.

**THE HAGUE**

**PRAGUE**

**BUCHAREST**

**MOSCOW**



## Offices

### **THE HAGUE**

Scheveningseweg 42, 2517 KV the Hague, the Netherlands  
P.O. Box 10667, 2501 HR the Hague, the Netherlands  
T. +31 (0)70 302 20 80, F. +31 (0)70 302 20 89

### **PRAGUE**

U Pruhonu 13, Prague 7 - Holesovice, Czech Republic  
T. +420 224815985, F. +420 224 814 934

### **BUCHAREST**

Str. Emanoil Proumbaru, no 43, sector 1, Bucharest, Romania  
+40 723 366 630

### **MOSCOW**

Uspensky per 3, Building 4, Moscow 127006, Russia  
+7 (495) 781 82 32



[www.mountain.nl](http://www.mountain.nl)