



Sunny Queen Farms



Sunny Queen is a Queensland icon with a long and distinguished history – a name synonymous with eggs.

Like many other famous products, however, it is important from time to time to re-energise its life cycle.

Eggs are a food staple, requiring limited engagement in the purchase decision process as the product is bought on a needs basis and becomes habitual/routine.

Eggs and other food staples rely heavily on brand loyalty to compete in a space where otherwise, price is the key factor driving the purchase decision.

The challenge for Sunny Queen was to differentiate their brand in a 'generic' category where consumers perceived 'eggs as eggs.' Their logo was dated and their packaging appeared cluttered and inconsistent with poor shelf stand out.

BRAND UPGRADE

TRADE SHOW

CORP. ID

PACKAGING

WEBSITE

POS MATERIAL

THE SOLUTION


Evolve facilitated a workshop to guide our client through a thought process and sharing of information to define the actual and perceptual market position of the Sunny Queen brand and core values.

Market research was conducted to confirm the insights revealed during the workshop and to clearly identify:

- Existing and potential customers
- Understanding the customers needs, purchase decision process and brand perception
- Setting realistic targets for growth
- Identify business opportunities
- Develop effective marketing strategies

The information from the workshop and the research analysis was synthesised into a brand platform from which to brief the creative direction for the marketing initiatives identified. The Sunny Queen workshop and research produced the following results:

- New name – Sunny Queen Farms. The word 'Farms' was added to the logo and the word 'Limited' was dropped. A key finding of the research positioned Sunny Queen as a major corporation as apposed to a company working with individual Queensland farmers.



Crack a Sunny Queen smile.

 VIEW

BEFORE



NEW
Omelettes

- ✓ Delicious home cooked taste
- ✓ Quick and easy - just heat and serve
- ✓ Nutritious all day menu item
- ✓ 3 tasty varieties

- Ham & Cheese
- Feta & Tomato
- Bacon, Mushroom, Tomato & Shallot

Made with *Fresh* Sunny Queen eggs



NEW
Sunny Queen Fresh Omelettes



serve from freezer in under 3 minutes!

- ✓ Home-made taste
- ✓ Just heat and serve
- ✓ 3 delicious varieties
- ✓ Nutritious all day meal option

Heat & Serve Omelettes	Ham & Cheese
Net Wt. (g)	100g
Energy (kJ)	111
Energy (kcal)	27
Total Fat (g)	1.1
Total Protein (g)	1.1
Total Carbohydrate (g)	1.1
Total Fibre (g)	0.1
Total Sodium (g)	0.1
Total Iron (g)	0.1
Total Calcium (g)	0.1
Total Phosphorus (g)	0.1
Total Magnesium (g)	0.1
Total Zinc (g)	0.1
Total Selenium (g)	0.1
Total Vitamin A (µg)	0.1
Total Vitamin B1 (µg)	0.1
Total Vitamin B2 (µg)	0.1
Total Vitamin B6 (µg)	0.1
Total Vitamin C (mg)	0.1
Total Folate (µg)	0.1
Total Cholesterol (mg)	0.1
Total Saturated Fat (g)	0.1
Total Trans Fat (g)	0.1
Total Monounsaturated Fat (g)	0.1
Total Polyunsaturated Fat (g)	0.1
Total Omega-3 (g)	0.1
Total Omega-6 (g)	0.1



VIEW

THE SOLUTION (CONT'D)

- Introduction of the 'smiley face' on every egg to give the brand personality and shift the perception from 'corporation' to local and part of the Queensland community. Creating a relationship with customers and building loyalty.
- Design and development of new packaging providing an impactful, consistent, strong shelf presence to promote image and brand values. Provision of legal and nutritional information to ensure compliance with new food labelling legislation.
- Co-ordination of packaging production, involving direct liaison with pack and label manufacturers in Malaysia and with cross-functional Sunny Queen staff.
- Website design and copy writing delivering the tone and feel of the new brand position.
- Stationery design and production.
- Development of educational programs to educate children on the nutritional benefits of eggs. Push for Heart Foundation Tick on all packaging, which has since been achieved.
- Incentive program across total supply chain to create campaign awareness and product display guidelines were followed in order to achieve maximum impact and sales.
- Ongoing development and implementation of New Product Development (NPD) strategies.
- Development of 12 month marketing plan with recommendations on strategies across every facet of the Sunny Queen business.

THE RESULT

For a business to maintain growth and not lose market share, it must carefully consider how best to extend its life cycle. By recreating the Sunny Queen Limited logo and repositioning the brand as Sunny Queen Farms, the brand has been able to inject renewed vigour into a family of related products.

Sunny Queen re-awakened consumers' interest in a product that plays an important part in developing a healthy diet in a health-conscious world and justified their price position by giving consumers the ethical and moral consent needed to rationalise their support for 'home grown' products.

In the first 18 months, Sunny Queen exceeded their financial goals and regained their position as number one in the market.