

Case Study

MORIARTI



Multi Melts

Retail brand identity and e-commerce website



Background

BioFilm was established in 2003 to build on parent company Devro's expertise in thin film technology. BioFilm develops and manufactures fast dissolving films used for food supplements and medical applications.

BioFilm products have historically been developed in conjunction with brand owners and a number are in development for other partners.

The original development of thin film was as a flavour delivery system. Intense flavours and great mouth feel made flavoured products a marketing success. Peppermint, Spearmint and Fruit flavours were the base products in the range.

With its unique technology platform and EFSIS Accredited manufacturing plant, BioFilm can produce high quality differentiated strips and innovative products based on soluble thin films. The company's skills and expertise allow this novel delivery system to be adapted to a wide variety of applications.



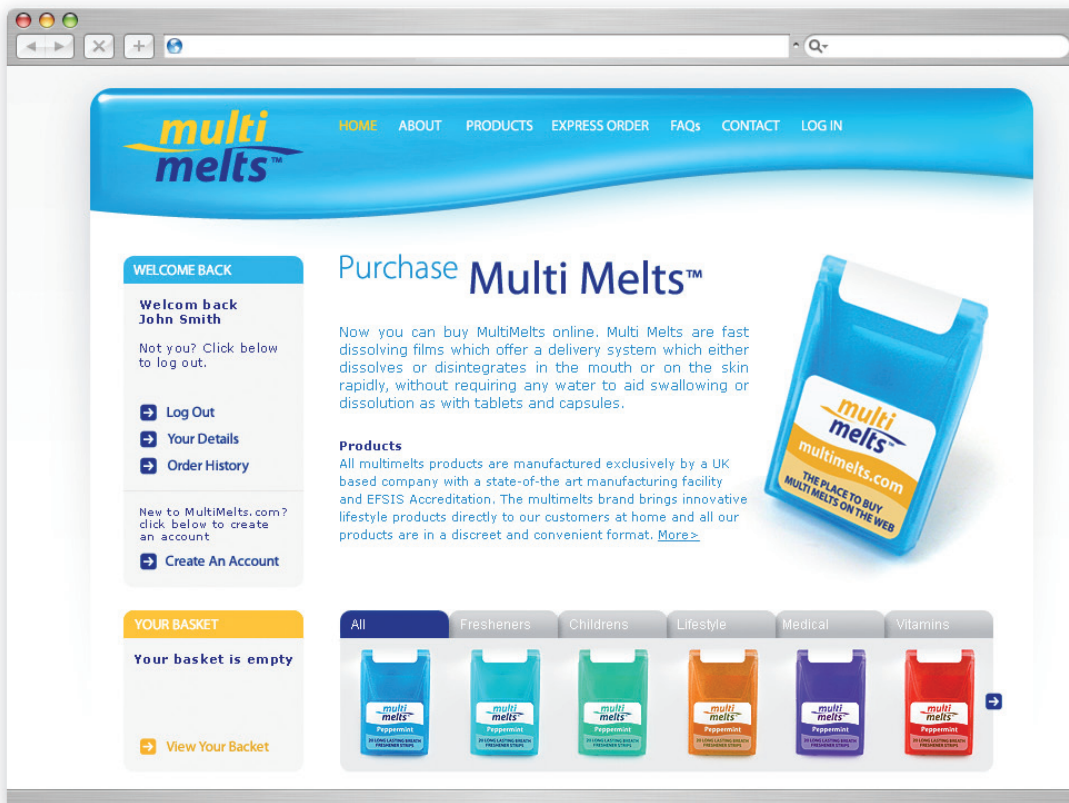
The brief

BioFilm were looking to develop a new branded range of 10 fast dissolving thin film products and sell these directly to the general public. However, the company did not want to develop a large sales force or initially go through traditional wholesale and grocery channels. Instead it wanted to sell online through an e-commerce website. In order not to confuse or compete with other aspects of BioFilm business, a key requirement was that the e-commerce site should not use the BioFilm name.

Moriarti were appointed to create a portal and product range identity and design, then develop an e-commerce website that would look completely different to BioFilm. The new identity had to capture the essence of the fast dissolving films strips and lend itself to a wide range of products.



Brand packaging



E-commerce website



The response

Moriarti researched the market and developed the name “Multi Melts” which succinctly captures the core attributes of the desired brand and product offering. This was then developed into a modern, dynamic identity framework that works at both a portal and product level. The new identity was then applied to packaging across 10 new health and lifestyle products. **Moriarti** then went onto design an e-commerce website, that enables consumers to make online purchases of Multi Melts products using a credit or debit card.

“Moriarti were recommended to us by an ex-colleague of mine. They said that Moriarti were ‘unique in their combination of both skill and experience in design and product marketing’.

During the course of the project they have continually demonstrated their wide-ranging knowledge and experience for both design and marketing. They have not only created a strong brand in Multi Melts, but have gone on to create a range of product packaging and a new e-commerce website.

Moriarti are easy to work with and we are delighted with the results. I would certainly have no question about recommending them.”

Alastair Kennedy

Commercial Director, BioFilm Limited

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