

MASTERCUT BUTCHERS RE_BRAND CASE STUDY



Rebrand of long standing traditional butchers shop brand & retail presence



Brief:

The client requested a quote to upgrade signage to their facility which was badly in need of a facelift. With a collaborative approach, we recommended a total face-lift & re-brand given the huge opportunity this presented to the clients (Mark & Gus) & the street.

In a gradual step-by-step approach we wanted to capture their passion around;

- History of the business (est. 1964)
- Traditional old school values
- Broad range of product offerings, including lunches
- Community engagement
- Quality & value

Works:

- Logo & colour palette re-brand, including other offerings for seafood & delicatessen
- Timber finishes & battens to soften cold butchers look
- Painting building
- LED neon
- Chalkboard & graphic enhancements
- Point of sale & marketing material

Outcome:

Mark & Gus are truly proud of their business & it has reinvigorated their passion. New clients are engaged that didn't know they existed before, & a general increase in business.

Best looking retailer on their street.

A 60 Barrie Road
Tullamarine 3043,
VIC, Australia
T 03 9338 1880
E sales@signedon.com.au

