



The Challenge

Our client AB Agri had been nurturing an emerging business for some time, operating in the Far East under its corporate identity. As the business gained momentum, it became clear that the team brought with them a highly specialist skill set, offering a service with a real unique selling point. In order to help them engage with customers and the industry, it was clear that they needed a strong brand identity of their own.

Having worked with AB Agri for many years, they knew we had the tools for the job and asked us to use Brandschool® to create this compelling identity for them

The Approach

We needed to create a name and identity that would work on a world-wide stage, easy to say, write and recognise. Our solution was to use an acronym as the business name, teamed with a strong and simple visual identity as the perfect way to create an ownable and recognisable brand.

The big idea was to bring 'Ingenuity' to the forefront of 'Speciality Nutrition', ISN. This summarised perfectly, the mission that the business was on.

The strapline 'Driving change through ingenuity' reflected the level of experience the team brought, championing and driving progress within animal nutrition.

We created a visually intriguing and sophisticated brand look and feel which reflected the added value, consultative nature of the business. This was crowned by the circular brand mark, named 'the ingenuity loop'.

The Results

The brand made a splash at the Viv Asia 2016 show where it launched to great feedback. We've worked with the team since on defining their product architecture and packaging as well as product brochures and advertising.

“We are really proud of this global brand and the process felt like a true collaboration as we had to rely on the team in the far east for their detailed knowledge of the market and what would work for them out there. The brand was more robust and better as a result.”

Jane Darnell, Account Director.

