



By Matthew Jones

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Perino refresh hits the mark

Brand agency Principals creates bold new positioning for Costa's snacking tomato range

A new brand platform is helping Costa capture added consumer awareness for its Perino range of snacking tomatoes.

Earlier this year the leading Australian grower-packer-marketer [unveiled a new creative campaign for Perino](#). Part of this work was a brand refresh, carried out by branding agency Principals.

"Perino was already a popular snacking tomato, however, it lacked brand awareness and struggled to overcome shoppers' auto-pilot mindset and limited knowledge of the category," Principals said in a release.

Principals sought to alter this consumer perception through what it described as "radically simple and modern" branding.

This work has included the development of a new brand story, strategy and key messages, along with an updated brand identity – including a refreshed Perino logo which carries through to packaging design.

"It's often said we eat with our eyes, and that starts when we're out doing the shopping," said Pip Ireland, creative director of Principals.

"This work was about taking Perino's bold new brand positioning

and creating an identity that makes it stand out for customers as one of the tastiest products in the fresh food aisle."

Costa's marketing manager-tomato category, Kylie McKnight, said the brand refresh represented the next step in the evolution of the snack-size tomato range.

"Perino's refreshed brand is clear, simple and will help to build on the growing brand recognition in-store," McKnight explained.

