

NEWBY

Newby Teas is an award winning premier tea producer operating in the luxury industry for whom studioroom undertook the development and implementation of their corporate identity.

Developing a disruptive strategy for Newby

Tradition and Conservative

Creatively complex, innovative, extravagant, unique

Culture, respect, and research oriented

Passion, dedicated, respect



Uniqueness of each packaging as they are part of a collection



TARGET



MIDDLE EAST
 • Respect
 • Honor
 • Conservative
 • Intelligent



UK
 • Respect
 • Authority
 • Sophisticated
 • Detail
 • Personality
 • Social interaction
 • Ethical production
 • Sustainable
 • Responsibility
 • Traditional methods



INDIA
 • Ethical value
 • Sustainability
 • Tradition
 • Innovation



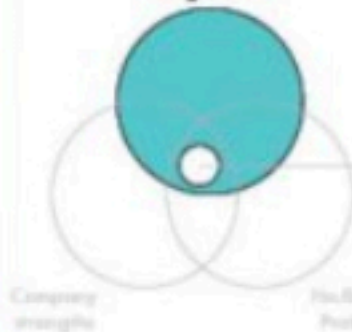
JAPAN
 • Social
 • Tradition
 • Precision
 • Innovation
 • Ethical
 • Social interaction
 • Traditional yet innovative
 • Quality
 • Culture
 • Consistent
 • Sustainable



RUSSIA
 • Respect
 • Authority
 • Sophisticated
 • Detail
 • Personality

FASE 1

Luxury Magnitude



1. Definition of the meaning of consumption
2. Analysis of the concept of luxury for the various countries
3. Definition of the luxury keywords for each country
4. Definition of the 3 most important tea profiles for the B2C market
5. Definition of the keywords for each tea profile



STUDIROOM for Newby

The project involved analyzing the company's core values, DNA, personality and style before translating it into operational visual and verbal branding and communication elements ranging from the development of iconic products to packaging concepts able to capture and express its true spirit.