

**UMPUQUA**  
dairy

# UMPQUA DAIRY CAMPAIGN

Umpqua Dairy is a brand that values local, quality ingredients to make the most delicious dairy products possible. However, their current brand doesn't reflect that and neither does their current advertising. Their culturally insensitive logo, outdated design, and lack of presence in the market makes them a remarkably forgettable brand despite their food being quite delicious and memorable.

To start the creative rebrand for Umpqua, I focused on imagery that conveyed delicious and fun -- something that they could carry well into the modern day. Some of the goals of the campaign was to make their food always look delicious, to pay homage to their history, and emphasize their location.

Umpqua's audience is pretty broad, but all have one thing in common: they are all located in the Pacific Northwest. This means their consumers are outdoorsy, adventurous, healthy, and all ages. Some specific groups of people this campaign targets include parents, dairy-lovers, health nuts, and culinary tourists. All these people know that quality food comes from places you can trust, and they all know and love Umpqua. They are attracted to tried and tested foods, but also need a more modern appeal to really buy into a brand.

This campaign does just that. Without changing any of the delicious foods Umpqua already makes, this new look and message brings Umpqua Dairy into the 21st century. The main strategy involves playful messaging that drives home the experience of eating Umpqua. The experience is always flavorful, delicious, and keeps you wanting more. It reminds the consumer that this is the kind of food that you'll keep reaching for in the grocery store every time you go shopping.

The updated logo embodies the playful tone and appetite appeal Umpqua Dairy desperately needs. It features a wave motif that represents the Umpqua River the company is named after, but also serves as a visual tie back to milk, which is the main ingredient in every product. The type for the logo is softer and easier to read than the old one and can be easily adaptable to any format. It is both modern and sophisticated.

This campaign updates the colors from the previous look and makes everything feel warmer and more inviting. The old colors were very harsh and didn't all go well together. This new pallet keeps the same colors but changes the tone to more pastel shades. Each color corresponds to a specific product Umpqua makes and creates a clear distinction between which product is being featured.

The visuals in most of the advertisements feature splashes and waves that reflect the same things the logo does. They dance around the page and create movement as well as visual interest when heroing the product. The waves are often seen with gradients that accompany the product and copy. The copy invites the consumer to imagine themselves eating an Umpqua product and tasting the feeling of joy, delight, and bliss. When seen all together, the campaign evokes feelings of comfort and happiness. Overall the campaign succeeds at honoring Umpqua's origin while bringing it into the modern era in a playful and appetizing way.

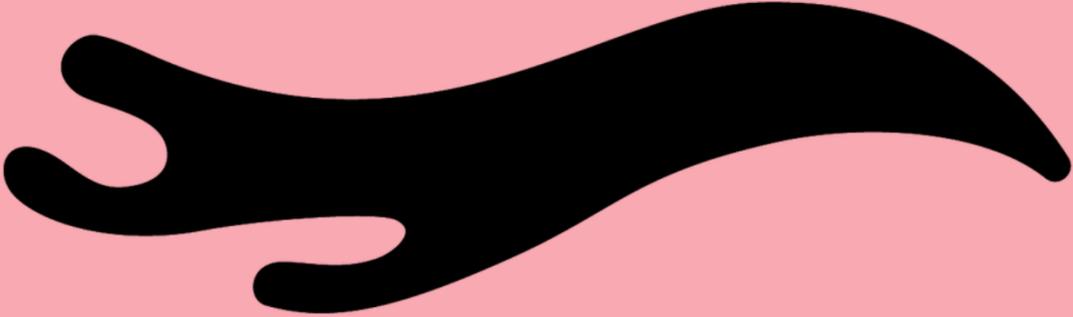
LOGO



PACKAGING



BEFORE AND AFTERS

**UMPUQUA**  
 **dairy**



**BUTTER PRODUCT**



**MILK PRODUCT**



**SOUR CREAM PRODUCT**



**UMPQUA**  
dairy

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## HEADLINE

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**Internal Position**  
Title and short job description  
[www.umpquadairy.com](http://www.umpquadairy.com)



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**UMPQUA**  
dairy

WHERE THE UMPQUA FLOWS  
THE BEST INGREDIENTS GROW

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WHERE THE UMPQUA FLOWS  
THE BEST INGREDIENTS GROW

TRY THE WHOLE DAIRY FAMILY  
**UMPQUA**  
dairy

**EXPERIENCE FLAVOR  
YOU'LL WANT TO SAVOR**

**UMPQUA**  
dairy



**TASTE THE FLAVOR OF  
PURE JOY**



**UMPQUA**  
dairy



A yellow tub of UMPQUA dairy BUTTER is shown against a light yellow background. The tub has a white lid with the word "BUTTER" printed on it. The side of the tub features the UMPQUA dairy logo and the word "BUTTER". Yellow liquid splashes are depicted around the base of the tub.

**EXPERIENCE SMOOTH DELIGHT**

**UMPQUA**  
dairy



A white and blue carton of UMPQUA dairy MILK is centered against a light blue background. The carton has a white cap and a blue splash design. The text "UMPQUA dairy MILK" is printed on the side. Blue liquid splashes are shown around the base of the carton.

**DRINK A SPASH OF HAPPINESS**

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dairy



A red yogurt cup with a white lid is shown against a light pink background. The lid is tilted, revealing the yogurt inside. The lid has the word "STRAWBERRY" printed on it. The side of the cup features the UMPQUA dairy logo and the word "STRAWBERRY". Red liquid splashes are depicted around the base of the cup.

**TASTE THE FLAVOR OF JOY**

**UMPQUA**  
dairy

**EXPERIENCE  
SMOOTH DELIGHT.**



**UMPQUA**  
dairy

**SPOON OUT YOUR  
NEXT SMILE.**

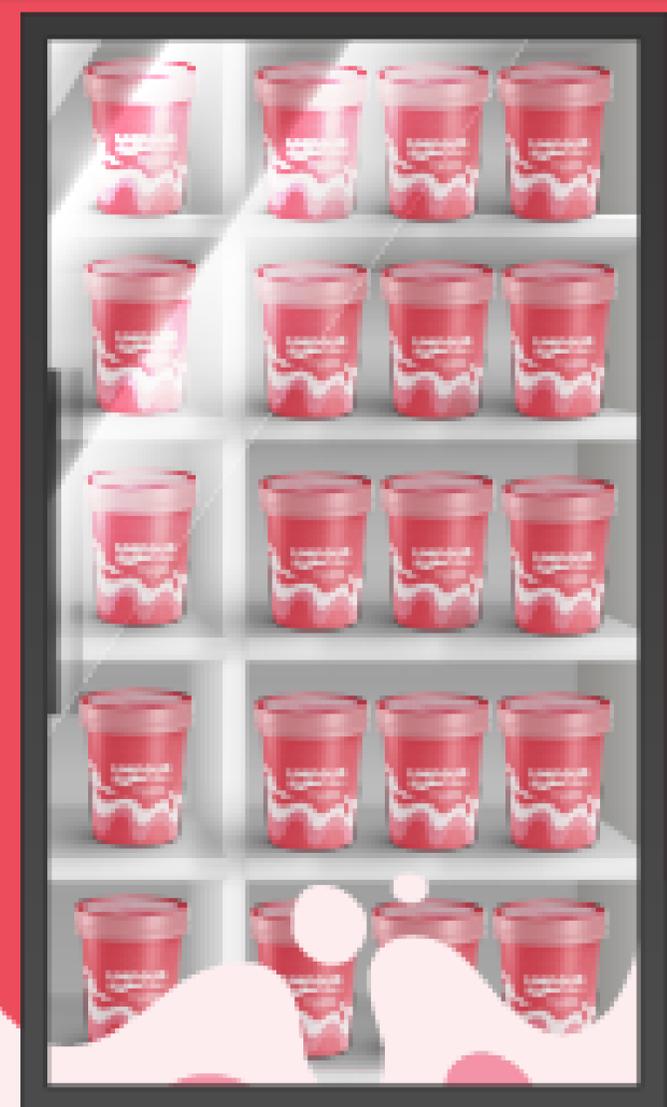
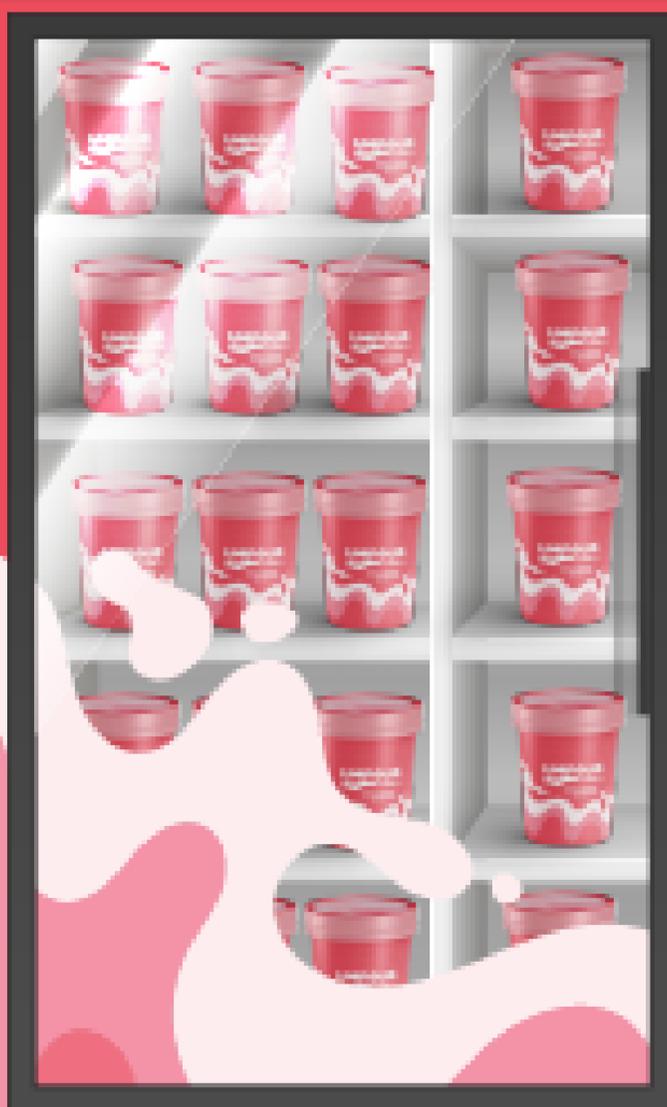


**UMPQUA**  
dairy

A NEW SPLASH OF FLAVOR



**UMPQUA** dairy



**POP FREEZER**





