Bold new look for Simba

Simba is to launch a new look and feel to drive additional interest in the snack aisle and keep up with current design trends. The relaunch is focused on refreshing the range of potato chips to address consumer needs, while boosting brand exposure in retail outlets through easier on-shelf navigation and presence.

The brand relaunch will be supported by a full marketing campaign including a television and radio commercial, sampling activity, PR and in-store branding. The campaign will communicate the changes to customers and ensure that while their favourite product may have had a makeover; it is still the same taste experience inside the pack.

This contemporary new design includes a bigger and more prominent Simba the Lion, capitalising on the loved and easily identifiable icon. At the top centre of the packet, is a modified brand logo re-introducing the famous crown that makes it the unmistakable king of snacks. The changes made to the packaging are significant, yet the product range retains the key elements that have made it a recognisable South African brand for so many years. Additionally the large 125g packet will come in a thicker film to enhance the look and feel on shelf.

Part of the research conducted by the company included elements to ensure that the fundamentals of the new design are assembled centrally on the pack, making it easier for the consumer to track all the important product information at a glance.

"We are proud of this fresh look, which marks an exciting new chapter for the brand. The new packaging will help to revitalise the brand and contribute to continued growth. We are confident that this updated look will appeal to all customers while keeping the brand firmly in touch with its heritage," says Rita Fernandes, senior brand manager for Simba.

The party bag size (200g) will also be launched concurrently with the packaging relaunch, giving consumers a format for parties.

The relaunched range will start appearing in stores nationally from end November 2012.

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