



Creating a Premium Meal
Delivery Service Brand

EATOLOGY

Brand Creation and Marketing for an Individualised Meal Delivery Service

Eatology provides premium meal programmes, tailor-made to the customer's health goals. Flavourful professionally prepared gourmet meals using wholesome, nutrient-rich ingredients are designed by renowned chefs, tested by dieticians, and delivered freshly cooked every day. Eatology sought Base Creative's assistance in branding this new service.

Business Strategy

Brand Strategy

- Management Interview
- Brand DNA
- Brand Differentiation

Design and Touchpoints

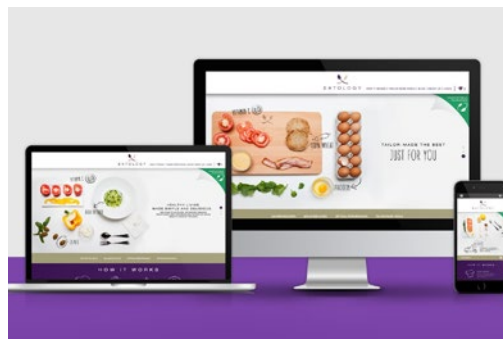
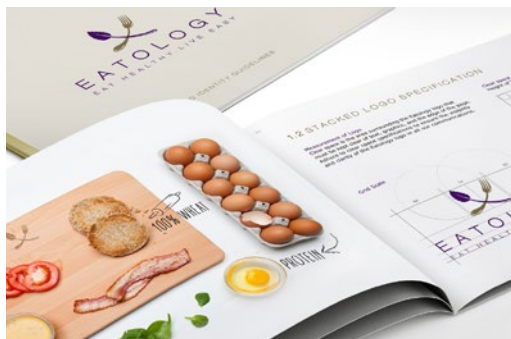
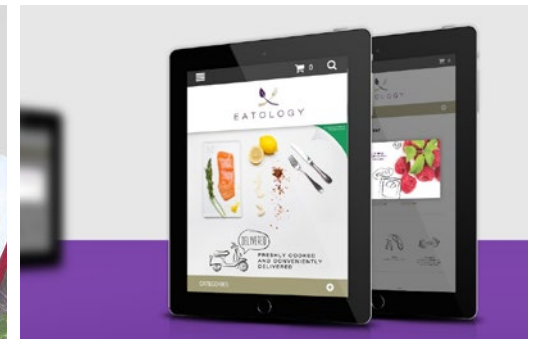
- Brand Identity
- Brand Grid
- Brand Guides
- Packaging Design
- Writing & Translation
- Marketing Collateral Design
- Stationery Design

Digital & Social Media

- UI and UX Design
- Ecommerce Website
- Analytics

Eatology Brand Creation, eCommerce and Marketing Communications

Developing Comprehensive Branding Elements for a Gourmet Meal Delivery Service



Base Creative worked with the client to develop the brand identity, slogan, food packaging, stationery, promotional leaflet, and brand guide. We also designed and programmed Eatology's eCommerce website, which incorporated a questionnaire designed to identify the appropriate meal programme for each customer. The design style focused strongly on the visual appeal of the healthy ingredients used.

Scope of Work Business Strategy

Brand Strategy
Management Interview
Brand DNA
Brand Differentiation

Design and Touchpoints
Brand Identity
Brand Grid
Brand Guides
Packaging Design
Writing & Translation
Marketing Collateral Design
Stationery Design

Digital & Social Media
UI and UX Design
Ecommerce Website
Analytics