

## Woolies kids 'mooving' on



Enterprise IG has designed an entirely new range of packaging for the Woolworths Children's Ayrshire range featuring the 'animated cow', an easily recognisable character icon. The packaging for this range of dairy products has been designed to have significant shelf impact, attracting 'tweens' (ages 7-12) while maintaining appeal to mums, the primary purchaser. In the highly competitive kids market sector the goal is to create a strong brand under the Woolworths umbrella.

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