

REFRESHED LOOK, SAME PASSION

PROUDLY AUSSIE

PRE 2014

2014

TODAY



GOAL PROMOTING AUSTRALIAN RED MEAT ACROSS THE GLOBE



What is changing?

01 THE BRAND LOGO



Recent brand research indicated that the brand no longer needed to explicitly include the word 'True' within its name because being Australian (Aussie) inherently conveyed this.

02 LOCALISED IMPLEMENTATION OF THE LOGO



Dropping "True" has enabled the local language translations to be increased in size, aiding comprehension in non-English speaking markets.

02A LOCALISED IMPLEMENTATION OF THE LOGO

Below are examples of the Aussie Beef logos. Lamb and Goat versions have also been created for markets with local translation needs.



What are the benefits of this change?

01 REINFORCING OUR ATTRIBUTES

As Australians, we are proud of our reputation on the global stage.

That's why we want to **emphasise our product** being

AUSTRALIAN



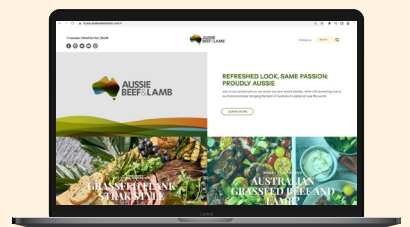
02 CONSISTENCY IS KEY

This change helps to clearly and consistently communicate the benefits of buying Australian red meat.

Maintaining our brand promise of bringing the Best of Australia to plates all over the world.



Instore POS



Website & e-commerce



How do I access brand resources?

The Aussie Meat Trade Hub will be the new home for brand licensing and assets.

Existing licensees can access the new logos from the Aussie Meat Trade Hub. Partners interested in becoming an licensee can apply via the Aussie Meat Trade Hub.

For existing licensees with merchandise and POS materials that are printed with

the old logos such as packaging, on-pack stickers or brochures, kindly note that we are allowing until December 2023 for these materials to be depleted.

Please start using the new logo in all online and offline branding with immediate effect.

If you require any assistance, kindly email:

aussiemeattradehub@mfa.com.au