

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

AN UNSPOILED ENVIRONMENT

Ideal home to raise cattle and sheep

A 200-YEAR FARMING HERITAGE

Proud industry brimming with tradition

GENUINE, TRUSTWORTHY & AUTHENTIC

Reputed for producing consistently high quality products

PURE ENJOYMENT

Bringing the best of Australia to plates all over the world

02 CONSISTENCY IS KEY

This exercise will allow our stakeholders to leverage both brand logo assets and complementary resources 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, due to launch end of January 2023, will be the new home for the brand licensing program.

Existing licensees will receive instructions on how to access the new logo assets when the Aussie Meat Trade Hub has launched. Stakeholders who are currently not licensed to use the brand logos, can apply on-line once the site is launched.

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 a period of up to 12 months (ie by December 2023) for these materials to be depleted.

Please make plans to start using the new logo in all online and offline branding as soon as it is made available.

In the interim, if you require any assistance, kindly email:

aussiemeattradehub@mla.com.au