

Case Study

Agostoni Chocolate
Branding & Identity Case Study

Repositioning the world's largest producer of organic chocolate to appeal to American epicurean taste buds.



Case Study

Company Profile

ICAM Cioccolato, the largest organic chocolate producer in the world, sources and manufactures cocoa ingredients and semi-finished chocolate products. With lines of business in food service, ingredients and private label items, ICAM produces \$140 million in yearly sales. With a new factory at headquarters, they were ready to expand their global reach.



Collect / Research & Analyze

We helped rename the company to Agostoni Chocolate so it communicated 'Italian Family' at first glance. Other chocolate makers were jumping on the 'fair trade' messaging wagon, so instead, we positioned the company with family passion, manufacturing knowledge, and artisan culture. To continue the chocolate-making tradition, we incorporated and

evolved the rose from ICAM's original company logo into the Agostoni presence so it retained the company's identity history.

Articulate / Strategize & Simplify

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Deliver / Produce & Amplify

In developing a mark for the 65-year old company, we researched and analyzed ICAM's competition. The company brand needed to be contemporary, but still look multi-generational. Communicate "Italian," but show that they are positioned to please the American palate. We developed the entire brand personality: identity, stationery, marketing and sales materials, technical information, trade show presence and product packaging. Private Label support was expanded in the form of private label options, packaging sheets and sales binders.

Elevate / Measure & Perfect

Sales have been brisk in all lines of business. Since the Agostoni brand was launched a year ago, the company secured Global Organics as its ingredients distributor as well as ChefShop and Italco for Food Service distribution. Agostoni also secured three partnerships for Private Label projects within the first three months of brand launch. Italian headquarters plans to transition changing their ICAM brand to the Agostoni brand, due to the successful response. Now that's amore.