

Sussex Taps Brand

Sussex Taps is a family-owned Australian tapware manufacturer and distributor. They have been producing high-quality tapware for over 15 years from their Melbourne-based plant.

The key challenges lay in understanding and articulating Sussex Taps' current positioning, along with the overall market landscape, to uncover potential opportunities for the brand. To achieve this, Fresh needed to find a message that:

- > was true to the brand
- > was relevant to the consumer
- > would differentiate from the competition

To develop the positioning and strategy, we commenced this project with in-depth research into the current marketplace – competitors, retailers, builders, market segmentation, distribution channels and consumer behaviours.

Recognising their current brand was outdated, Sussex Taps appreciated that it was essential to establish an innovative visual language; one more inline with the passion and quality inherent in all facets of the organisation.

Sussex Taps engaged us to develop a strategy that would unearth their essence and reposition the brand, thus informing and delivering their overall brand identity and communication tools.

The research helped us derive a recommended positioning for the Sussex Taps' brand; empowering the business to expand.

The strategy answered 4 key questions, which formed the building blocks to create brand identity roll out:

WHO are we talking to?

WHAT are we offering them?

WHY should they believe our offering?

HOW do we want them to perceive us?

With this knowledge and insight, the strategy evolved, communicating Sussex Taps' essence, its characteristics and personality. This in turn enabled us to create a compelling visual language whilst allowing the existing brand to organically grow within its new positioning: 'Sussex Taps Australian Made. World Class.'

The new visual language provides a consistent brand experience, capturing the 'passion' of Sussex Taps. The signature-influenced logomark encapsulates the spirit of the brand, symbolising intensity, creativity and a personal touch. A series of dynamic visual images, from bold, energetic paint splashes to a variety of sensual imagery, tells the Sussex Taps' story in a unique and eye-catching manner. These tools allow for great standout amongst competitors, as well as seamlessly supporting the new positioning.