



## CAMPOS CASE STUDY

Goals, journey and outcome of Star Outdoor providing rebranded products for Campos.



### Objectives

To provide Campos with high-quality and practical branded items in line with their refreshed packaging aesthetic.



### Challenges

Ensuring accurate colour representation across a variety of mediums.



### Solutions

Combining our expert knowledge of printing processes, trialing numerous options and a motivation to succeed.

### *It's Easy!*

The Campos brand is synonymous with quality, enjoyable and reliable coffee. When you see a café with the recognisable Campos logo and name there is an instant connection drawn of “good coffee is served here”. Campos has expertly created an omnipresent brand presence that not only serves to inform but evokes a positive emotional response in customers.

Star Outdoor has been providing branded items for Campos since 2015. As brands grow and develop their branding begins to evolve as well, as recently seen with Campos in March of 2021. With this rebrand came a need for updated branded Café Umbrellas, Wind Barriers, A-Frames, Blade Signs and Coffee Bags.

We discussed the rebrand **GOAL** for their branded items with Campos:

**What is your goal outcome for the products?**

Our goal is to create premium POS materials that our café partners are proud to display outside their businesses and that also reflects the quality and care that we put into the coffee on our end.

**What is most important to you when it comes to evaluating the products you're receiving?**

For our brand, quality and practicality are our top priorities when it comes to POS materials. They must reflect our brand well though as these materials are designed for our café partners, they must be practical for them to use as well.

Throughout the journey of rebranding onto physical items there is significant trial and error to reach the desired outcome. Campos's branding shifted to focus on their signature green which previously complimented their predominately black aesthetic. Perfectly replicating the specific colour onto physical items is not a drag and drop exercise. It was a process that allowed us to showcase our expert skillset and abilities, and still left room for us to further our knowledge. Additionally, the fabric for Café Umbrellas was upgraded from Endurastar to our Deluxe Acrylic for a more durable fabric with a 5-year colourfastness.



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We discussed the challenges faced on the rebrand **JOURNEY** with Campos.

**Were there any challenges experienced?**

In March 2021, we refreshed our Campos packaging and as part of this update, we also wanted to update our POS as well.

We experienced some difficulty in replicating our signature green across different surfaces. The Star Outdoor team were very receptive to our feedback and patiently produced multiple rounds of samples for us, including a visit to our QLD warehouse to try and nail the Campos green. Eventually, we were able to achieve the desired colour.



### Do you feel you were presented with adequate samples?

Samples are always produced in speedy manner and in good condition. We were also supplied with samples for each round of design we embarked on.

### How would you describe your experience of working with Star Outdoor?

It's a pleasure working with the Star Outdoor team. We've found them to be proactive to ensure that we stay on track with lead times and continue to provide us with exceptional service.

Providing Campos with new branded Café Umbrellas, Wind Barriers, A-Frames, Blade Signs and Coffee Bags gave us the opportunity to work hard and deliver exceptional results to reach our clients goals.

We discussed the **OUTCOME** of the project with Campos:

### Seeing the finished products, how do you think they will contribute to reaching your goal?

We invest in quality POS for our cafes to help them to attract more customers who are looking for Campos coffee as well as helping to create a nice ambience for their shop fronts, courtyards etc.

### When evaluating our products against your priorities, how did we go?

We continue to work with Star Outdoor due to the high quality of the products.

