



## AFFINITY: CRITICAL MASS

**Act big** In 2002, Spanish consumer goods company Agrolimen grabbed an opportunity to become a major player in European pet food. Nestlé and Masterfoods were ordered by the European competition authorities to divest some of their pet food brands, and Agrolimen snapped them up. Agrolimen needed a corporate brand to exploit its pet food business, and a brand architecture to make sense of its new collection of brands.

**Well being** Wolff Olins identified the characteristics that made the new business distinctive: imaginative and innovative, scientific and systematic, flexible and audacious. We brought this together in the idea of well-being – a belief not just in the vitality of the pet, but also in the nurturing relationship between a pet and its owner – and we summed up this idea in the name Affinity and the tag symbol. We then worked with Affinity to redefine its product brand portfolio, keeping some of the acquired brands, such as Advance and Brekkies, and creating some new ones, like Ultima and April. We then created packaging concepts for each of the seven brands that emerged.

**Number three** The new business was launched in 2002, and it started to migrate from the old brand portfolio to the new the following year, with Advance replacing the old ProPlan brand. Affinity is now Europe's third largest dry pet food supplier.

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