



## Lago Group revamps its image

*The confectionery company presents the redesign of the company logo and the new packaging design of the Plaisir range to look to the future.*

**Lago Group**, an Italian manufacturing company specialized in confectionery products, embarks on an important project to redefine the brand identity with the aim of playing an increasingly leading role in its reference market and becoming a "top of mind" player.

The company has been on the shelves for more than 50 years and has managed to keep its artisan heart while becoming an industry with a strong contemporary imprint. The balance between the careful selection of raw materials and the transformation of the ingredients with cutting-edge technologies has created a rich range of products over the years. From the core business of wafers, Lago enriched the production with biscuits, snacks, cakes and many other delicious pastry creations, to meet all taste needs and different consumption occasions.

If over the years the company focused on expanding the range and product innovations, also thanks to the partnership with the multinational Biscuits Bouvard, today the importance of refining the brand positioning emerges to make Lago an increasingly recognizable and appreciated by the consumers brand.

The project aims at increasing Lago's brand awareness and expertise in the confectionery market. The restyling of the corporate brand and packaging design is the necessary step to take in that direction.

**Corporate brand Lago.** Strengthened by its roots and its territorial identity, the company chooses to enhance its origins, weaving a thread with the visual elements that characterized the first versions of the brand. The two roosters are back, the symbol of the city of Galliera Veneta, where the headquarters of Lago is located. The date 1968, the year the company was founded, has been kept to emphasize the long history of success for over 50 years. The italic font also demonstrates how Lago strongly wanted historical continuity in keeping with the past. Likewise, the red stamp that always identified the brand especially abroad has been preserved.

**Restyling Plaisir.** Plaisir, the brand that talks about pleasure on the pastry shelf, is ready for its debut on the shelves of large retailers with a new graphic design but above all with an even stronger positioning. From a sub-brand it becomes a platform capable of embracing different types of pleasure: the greedy pleasure with an enveloping taste, that of the products of the Plaisir Chocolate range (available on the market from October), and the surprising pleasure of unusual combinations, that of the range Plaisir Sensation (available on the market from November). The Lago signature guarantees the unchanged and always high quality of its products.

**Agnese De Rossi, Lago Group Marketing Manager** explains: «*We consider a priority to enter the consideration set of Italians consumers' pastry brands so we decided to undertake a delicate, demanding and highly satisfying path of renewal presenting ourselves on the market with a distinctive brand identity able to express the high quality of the range*».

**For further information on Lago Group:** <https://www.lagogroup.it/> e [www.plaisirpasticceria.it](http://www.plaisirpasticceria.it)