

SITUATION

About Fides: Fides North America breeds and sells high-quality flowers. Fides hired I Imagine Studio to develop branding and awareness of their new Dahlia brand, "Dahlinova Hypnotica." IIS designed a number of effective marketing elements, including:

Brand Identity Design
Website Concept Design
Animated Web Banners
Print Marketing Materials

IMPLEMENTATION

Brand Identity Design: I Imagine Studio created logos for the Dahlinova Hypnotica® series.

Website Concept Design: IIS produced several website concepts for the Dahlinova Hypnotica site. The concepts include:

Site architecture
Navigation flow
Consistent look & feel

Animated Web Banners: IIS designed both horizontal and vertical animated banner ads for Dahlinova Hypnotica®. The banners emphasize the appearance and color of the new brand.

Print Marketing Materials: I Imagine Studio developed label, leaflet, poster and banner designs featuring the Dahlinova brand for use at industry events, such as the Pack Trials and other trade shows. The materials illustrate the unique features of the brand.

RESULTS

Open, flexible communication between I Imagine Studio and Fides allowed I Imagine Studio to execute all of Fides' marketing materials within a compressed timeframe.

Through I Imagine Studio's designs, Fides has achieved a striking, attractive brand design for its Dahlinova Hypnotica® series that is clear and consistent across many forms of media.





Dahlinova
hypnotica®

radiant colors,
fascinating beauty

www.dahlinova.com

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what's in a name?

Dahlinova Hypnotica®

Dahlia's always fascinating. For ages they have captivated us by their beautiful flowers. Since their discovery they have touched us by their almost geometric flower shape.

Nevertheless, after all these years, there is a Dahlia that fascinates you even closer to the ultimate seduction: Dahlinova Hypnotica®. The radiant colors and elegant shape make all other products pale in comparison.

It is a name that hypnotizes and intrigues, it's given to a flower that has all the qualities to dominate its surroundings. The Dahlinova Hypnotica® is sure to catch the eye in any garden with its color, elegance, attraction and brilliance.


It seems like history repeats because didn't the Dahlia (and Dahlinova) not originate from a magic setting? There, in the mountains of mid America a culture originated that fascinated people worldwide: The Mayas.

LET YOURSELF BE HYPNOTIZED!

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CARE

CULTURAL CARE
GARDEN CARE

Tips for making the most of your colorful Dahlinova Hypnotica®
Your garden will be flowering as never before.

Location

- Dahlinova Hypnotica® can be grown in borders, pots and containers
- Dahlinova Hypnotica® needs enough light and water
- Always keep the soil moist
- The strong, voluminous plants need enough space; plant the varieties about 50 cm apart

Care

- If you pinch the shoots of the young plants, they will branch even more and you will enjoy voluminous strong plants with even more flowers
- Depending on the kind of soil Dahlinova Hypnotica needs nutrients on a regular basis
- Taller Dahlinova Hypnotica's can be supported as an extra assurance against strong winds if the flowers are very large and heavy

Let yourself be hypnotized and enjoy a brilliant season!

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