

## Long Barn Birth of a Brand



Products from the  
Long Barn beauty range

When we first met the owners of Long Barn, they had little more than a field full of lavender and a dream of producing their own lavender beauty range. Our brief was to take these fields and make this dream a reality.

We began with market research, and went on to advise Long Barn which products to produce, who to target, and how. Next we developed the brand and company identity. With these tasks complete, we designed packaging and tested the finished product range in focus groups.

The launch was a runaway success and the Long Barn trade show stand was voted 'Editor's Choice' at the 2004 Country Living Fair at Islington Business Design Centre. To support the launch, Ever produced a range of marketing materials, including brochures, postcards, an e-commerce enabled website, point of sale displays and a market stand.

The packaging has received great acclaim, and together with the quality of the product has helped Long Barn gather positive reviews in Vogue, Easy Living and Country Life. Favourable coverage has also been received in the local press and national newspapers such as the Independent on Sunday.

Long Barn continues to go from strength to strength. The wholesale side of the business is growing and Long Barn products have begun to appear alongside better known brands such as L'Occitane and Neals Yard in shops throughout the UK.

### Services supplied

- Marketing consultancy
- Strategic planning
- Market research
- Branding
- Packaging
- Focus groups
- Web development
- Brochures and postcards
- Profile building
- Point of sale

### Contact us

Ever Marketing and Communications  
294 Priory Road, Southampton SO17 2LS  
Tel +44 (0) 870 420 3560  
[www.evermarketing.co.uk](http://www.evermarketing.co.uk)