



Bröske, Meyer & Ruf GmbH
Design-Agentur Düsseldorf

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Full-service design

Advice – development – implementation.

Bröske, Meyer & Ruf provides services in the tradition of an owner-managed company. Since 1978, we have had the privilege of serving many well-known brands. As a result, we are able to offer customers an enormous pool of knowledge and the security of market solutions, not mere design results.

We are a project agency, which means that project after project, we have to win our customers' trust anew. Twelve of our 22 customers have been with us for more than ten years.

Design is the visual look of a strategy and is therefore an inseparable element of brand management. We develop brand management strategies and implement them in the form of design solutions:

- Custom-tailored to the brand's identity
- In a substantial manner and created for the long term

The design solutions we develop extend to all of the classic stages of brand and packaging design: from basic brand orientation via new development to brand updates.

As part of its integrated management concept, Bröske, Meyer & Ruf has also developed brand and product names, form designs, POS presentations and secondary packaging.

New development
Relaunches
Brand maintenance as facelifts, line extensions or promotional packaging
Name development
Form design
POS presentations
Sales folders
Design guidelines for brand management

Established: 1978
22 employees
Independent and owner-managed
Managing partners:
Manfred Recklies
Christa Stein
Burkhard Böhm

Relaunch
Bayer advantage



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Pharmaceutical innovation in an emotional package.

The **advantage** series from Bayer combats ectoparasitic infestations in dogs and cats simply, and is used externally. It protects pets, their environment and people in equal measures.

These inherent values have to be communicated. To veterinarians and their assistants on the one hand, and to pet owners on the other.

The new international identity of **advantage** unites the trustworthy, ethical look of a Bayer preparation with the emotional expectations of pet owners.



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Launch
Brandt micro minis



Small, mini, micro mini – the new zwieback from Brandt is the crumb-free variant of the classic product.

Micro minis sesame, almond and milk/cocoa flavours in trendy cup packaging are presented as modern snack products for at home and on the go. Zwieback to go!



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Launch
Chio Tortilla Rolls



Reduced to the max – this is how the snack innovation from Chio is presented.

Tortilla chips in a new shape. As rolls in sweet chilli and sour cream flavours. Deliciously crunchy and great for dipping.

Launch
Dr. Oetker Cupcakes



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The newly developed design for trendy cupcakes from Dr. Oetker is presented in a contemporary look.

The image concept containing three iced cupcakes links the illustration of opulent culinary pleasure – which can be shared – with the fun of individual decoration.

The cupcakes come in chocolate, mandarin orange and raspberry/chocolate flavour variants, so there is something to please everyone. And for the practically minded, cupcake liners, decorations and an icing bag are included in the package.

Relaunch
Franziskaner



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A great wheat beer tradition respectfully given a facelift.

The new Franziskaner is just like the old one, but more cultivated and refreshing. A Bavarian classic that remembers its roots and a nationally successful specialty beer.



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Launch
Heinz Sonnen Bassermann
Premium soups



Premium soups à la carte!

The gourmet soups from Sonnen Bassermann were created as a holiday edition – for a short time only – but they were so successful that they are now a fixed component of the four-seasons range.

Their exquisite ingredients and luxurious look are the reason behind this. The golden, shimmering high-gloss look combines with a high-quality product presentation reminiscent of five-star restaurants to create a world of taste that consumers are eager to experience.

Relaunch / line extension
Henkel Weißer Riese gel



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Weißer Riese power gels – a mighty trio in the liquid laundry detergent category.

Now even more powerful with active stain remover and a new, high-impact design.

With the line extension Weißer Riese Intensive Colour, the proven power of Weißer Riese can now be unleashed on coloured laundry and delicates.

Relaunch
Nestlé Bübchen



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Protection and care for the most delicate skin.

The new Bübchen recipes with the innovative Bübchen Active Skin Protection ingredient complex reinforce the skin's own protection and provide particularly gentle care.

The new Bübchen identity is presented as natural, gentle and competent – as always.

Relaunch Weight Watchers



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POS nutrition advice.

The new Weight Watchers identity answers the main needs of modern consumers: product security and product transparency. It conveniently groups all nutrition-relevant information on the title page.

Attractive image concepts stimulate appetite for 'eating more consciously' – in 13 categories for more than 100 products.