



## Media Release

### The One Centre creates brand positioning and content rich website for Majans

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#### **The One Centre has launched a new brand positioning for healthy snack foods brand Majans establishing it as the 'Taste and Goodness Snackfood Company'.**

Multidisciplinary brand agency The One Centre has worked with the Snackfood company to create a brand positioning and strategy to help drive awareness and market share.

The positioning is supported by a new content rich corporate website, which was built to cater for the brand's two key markets: the US and Australia.

The new positioning and corporate site aim to raise awareness of the Majans corporate brand and extend knowledge of its product portfolio beyond the much-loved 'Bhuja Mix' range; in particular, to support the new 'Smart Snacks' products which have achieved strong sales success since hitting the shelves.

To support the new Majans positioning, The One Centre has created a new logo called 'the Majans kiss', which is inspired from the humble chickpea, a staple Majans ingredient.

The new site [www.majans.com](http://www.majans.com) features a brand film 'Magic's in the Mix', which was shot on site at the Majans factory in Brisbane, to bring to life the brand's 'taste and goodness' philosophy.

The site also features a timeline showcasing Majans history with key milestones and landmark events, as well as product pages packed with taste and goodness information across their five product ranges.

Ric Raniga, Director at Majans, said the new positioning would help establish Majans as a dynamic, mid-sized snack food manufacturer as it looks to grow its presence in Australia and the US in particular, and take on the global snack food giants.

"The One Centre has really helped us translate our values and assets into a unique consumer package that celebrates our 'Taste and Goodness' philosophy, principles and products. This new positioning and website really bring the Majans brand and company to life," said Raniga,

John Ford, CEO of The One Centre, said: "The Majans corporate brand has in the past been overshadowed by their Bhuja Mix brand, but now with their product expansion and the

company's growth in multiple markets, including Europe, Asia, and the US, Majans needs to play a bigger corporate and master brand role."

"We have been working with Majans since 2007 and relished the opportunity to partner them in developing a unique brand strategy for the company as it continues to grow its market share and take on 'big food' with its simple 'taste and goodness' proposition," said Ford.

## ENDS

## CREDITS

Strategy and Concept: The One Centre  
Strategist: John Ford  
Project Director: Katie Molloy  
Project Manager: Danica Jenkins  
Executive Creative Director: John Ford  
Creative Director / Art Director: Chris Gillespie  
Creative Director / Copywriter: Geoff Reid  
Creative Director/ Brand Designer: Rob Omodiagbe  
Production Company: hellofuture.tv  
Director: Pablo Jeffress  
Producer: Emily Bull  
Website Design & Development: Chris Gillespie

## RESOURCES

View film and website: <http://www.majans.com>  
Link to Vimeo video: <https://vimeo.com/97988207>  
Images: next page

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## ABOUT THE ONE CENTRE

A multidisciplinary Brand Agency

For nearly two decades we've helped world leading brands break new ground in the way they come to life and connect. Specialising in positioning and integrated branding, our unique structure unites a core team of strategists and concept creators with a global network of specialist creative artists. The goal? To create truly innovative ideas which transcend media and elevate brands into the world of arts, culture and entertainment.

### Strategy + Artistry

More at [theonecentre.com](http://theonecentre.com)

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