

bottledwaterworld

news Europe

Dutch design agency revitalises Akmina brand in Turkey

Claessens Product Consultants, a design agency based in the Netherlands, has helped to revamp the Akmina brand owned by **Danone Turkey**. Akmina is a relatively young natural sparkling mineral water brand, which was introduced in 1999. Later on, the product range was extended with Akmina Extra, possessing a higher carbonation level, and a flavoured range.

At its initial launch, the brand with its soft taste, low carbonation level and mineral richness was positioned as easy to drink and healthy. In order to gain a clearer



and stronger position in the mineral water segment, Akmina redefined its positioning by highlighting taste and vitality. Claessens was offered the creative brief to reflect this new positioning in the brand presentation.

A Claessens spokesperson stated: "The core objective for Claessens was to increase the taste expectation and to vitalise the brand image by increasing the shelf impact and by clearly differentiating the flavoured range in comparison to other variants." The new presentation of Akmina has reportedly been well received in the Turkish market.