

SMART CHEESE CART FOR BEEMSTER CHEESE

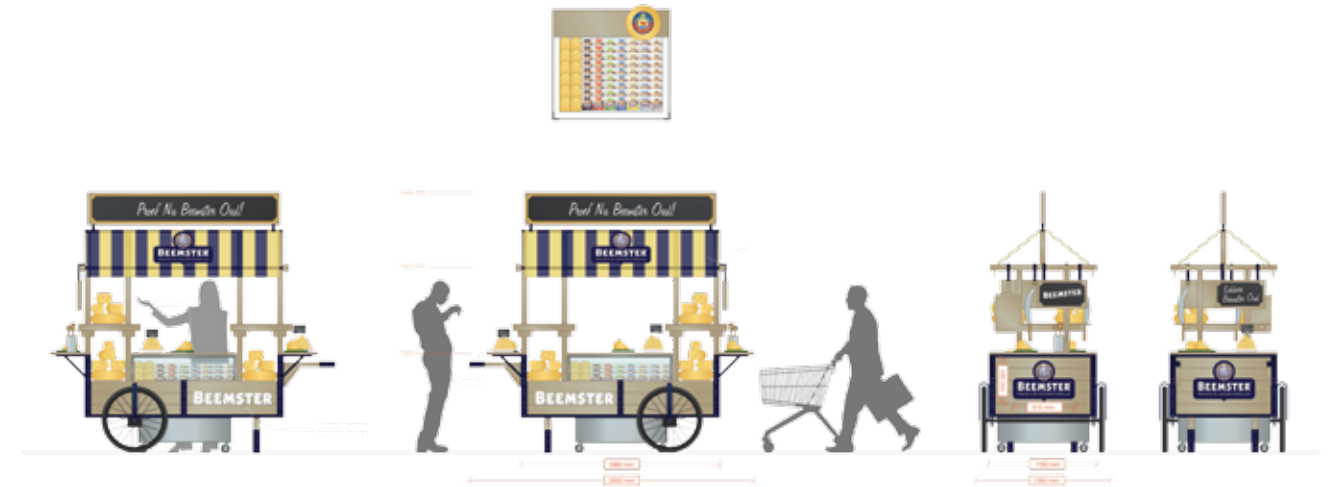
Studio Studiomfd
Photographer Johannes van Assem

Designer Martijn Frank Dirks
Collaboration Young Perfect Promotions, Spinder interior builders

De Beemster is the name of a very special and authentic 17th-century polder in the Netherlands. Young Perfect Promotions hired studiomfd to make a design to activate the Beemster cheese brand in retail.

Studiosmfd designed a picturesque market stand that invites shoppers to stop a moment and savour a nice piece of Beemster cheese. A trolley-stand that looks rural and authentic with a contemporary twist, thus fitting in seamlessly with the recent rebranding of the brand.

The design is colour-themed. The milk pails and wheels, based on an old-fashioned transport bicycle, are painted Beemster blue. The covering tarpaulin is printed in the brand's colours. It creates an oasis of atmosphere in the usually rather functional supermarket environment. With some peace and quiet, the stand invites visitors to enjoy the taste of good cheese in a setting that is true to the culture of the Beemster brand.



Beemster Kaas Young Perfect Shopper Activation

