

Terra Ltd. strikes double gold for Molly's packaging and product.

MOLLY'S Irish Cream Liqueur wins the Design Business Ireland award for 2009's most effective packaging



L to R : Rory Dowling , Creative Director, Huguenot Design; Carl Keenan, Sales & Marketing Director, Terra Ltd

Terra Ltd, one of Ireland's largest independent spirit and liqueur producers, are delighted to announce that their rebrand of Molly's Irish Cream liqueur won Gold for the Most Effective Packaging Design at the recently held 15th annual Irish Design Effectiveness Awards in Dublin, Ireland. The redesign work was created by the Dublin based agency, Huguenot, and the event hosted by Design Business Ireland.

The Irish Design Effectiveness Awards (IDEA) were established in 1994 and entries are judged and awarded on their commercial effectiveness and perceptible influence on sales. By placing commercial success at the heart of the judging criteria, IDEA highlights the power of strategically led design.

Huguenot is the largest brand and design consultancy in Ireland, with offices in both Cork and Dublin. Established over 20 years ago, Huguenot's core expertise lies in the fields of branding, FMCG packaging and digital media.

Terra operates from one of the World's longest established cream liqueur plants and its management team are former employees of the category leader. This latest award for packaging adds to the prestigious Gold medal awarded to the Molly's product by the Beverage Testing Institute in Chicago.

Molly's Irish Cream Liqueur is now exported to 24 markets, 11 of which are new markets that have opened up as a direct result of the rebrand. All of this success was achieved without above-the-line support and without any additional promotion.

"We now have a fantastic pack and a branding device that matches the quality of the Molly's product and brand positioning. To date, the feedback from both trade and consumer has been unanimously positive, and the early indications are that this hugely improved proposition is going to be very successful" comments Carl Keenan, *Terra Sales & Marketing Director.*

For more information, please contact sales@terra ltd.ie or call Carl Keenan at tel: + 353 42 966 5222.