



At SGK:
Molly Leis
Regional Marketing Director
+65.9176.6870
molly.leis@sgkinc.com

At SGK:
Jennifer Adams
Trade Media Relations
+1.513.703.7085
jennifer.adams@sgkinc.com

BRANDIMAGE DESIGNS CHINA'S TOP SELLING WATER

Danone Yili's limited edition "24 solar terms" packaging design builds brand loyalty and sales across China

SINGAPORE, October 5, 2015— Brandimage, a global consultancy of brand equity architects and designers, designed influential packaging that made Danone's Yili, China's number one water brand.

Yili, a bottled mineral water that is sourced exclusively from Guangdong, asked Brandimage to create limited edition packaging that would elevate the current bottle design, reflect its local heritage and attract a younger demographic. Consumers across China recently voted on 10brandchina for the country's top brands and Yili won top mineral water.

"The inspiration behind the Yili bottle design was Guangdong itself. Our strategy, Follow the Rhythm of Nature, comes from the natural beauty of China's 24 annual solar seasons. We created a series of 24 bottles each featuring local flora from Guangdong. The designs, which launch in sets of four, are in three unique seasonal categories - feel the nature, engage the nature and harvest the nature. We are very proud of both the concept and the work", said Steve McGinnes, Managing Director of Brandimage Asia.

With shrink-wrap the only feasible packaging option, Brandimage used the bottles' full transparency so that the ethereal plant and flower illustrations effortlessly float across the bottles and appear one with the water. The brand mark is seamlessly incorporated into the packaging, allowing the vibrant colors to take center stage. The result is premium water bottle designs that celebrate mother nature and instill pride in a local population.

"Brandimage captured the beauty of Guangdong nature in a very meaningful way, as well as captured the hearts of local consumers. The team partnered with us to deliver above and beyond the brief, inspiring us with a unique approach to the project. I look forward to continued success for Yili as we roll out the remaining designs", said Sylphia Wang, Associate Marketing Director of Danone Waters China.

Following the two Yili waves that have already launched, 16 additional designs, proudly celebrating Guangdong's many seasons will roll out in the coming months.

Brandimage is a global consultancy of brand equity architects and designers. Brandimage creates brands that drive brand performance. Brandimage is part of the brand development group of SGK. SGK is part of the Matthews International Corporation (NASDAQ GSM: MATW). For more information visit: <http://www.brand-image.com/>



YILI Limited Edition Packaging: Feel the Nature
Design: Brandimage (Singapore)