

Brand Refreshment of the
World's Most Organic Skincare
for Moms and Babies



KOALA
BABY

Raising the Profile of the World's Most Organic Skincare for Moms and Babies

Although Koala Baby is the world's leader in the organic baby skincare category, it is still lagging behind in worldwide recognition. The brand approached Base Creative to help them gear up and develop consumer awareness to prepare for their global expansion.

Business Strategy

Brand Strategy

- Management Interviews
- Brand DNA
- Brand Differentiation
- Brand Strategy Book
- Unique Positioning Statement

Design and Touchpoints

- Brand Identity
- Brand Guide
- Brand Grid Refreshment
- Writing & Translation
- Brochures
- Advertising Design
- Packaging Design System
- Retail Environment

Digital & Social Media

- UI and UX Design
- Ecommerce Website
- Analytics

Koala Baby Brand Refreshment

Refining the Positioning of the World's Most Organic Baby Skincare Brand



We undertook research into the market – looking at the skincare industry and the chemicals used, as well as other natural and organic skincare brands. In the market, there are numerous harmful and cancer-causing chemicals in skincare products, many of them small enough to pass through the skin.

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Our research found that it was very hard for concerned mothers to know which brand they could really trust. Trust and safety became so important that the brand strategy was built on the position “Gentle purity you can trust” – Koala Baby gives your baby the best possible start in life with skincare that is as organic as scientifically possible – in fact so safe that you can eat it.

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