



01



02



03

01\ - 02\ Cowan Design's work on the Wonka Fabulicious range for Nestlé.
03\ Bringing a personal touch to mainstream tea, Cowan's work for Madame Flavour harnesses a feminine illustrative style.

5 minutes with michael robertson, general manager of cowan design

Interview Louise Lawton

Q. Who are you, what do you do and who do you work with?

A. We are a design agency that specialises in Fast Moving Consumer Goods, Consumer Goods and Branded Environments. Our design philosophy centres around two key attributes: 'creating desire' and, uniquely for our discipline, 'being chosen'.

To ensure that we deliver on this philosophy the group has developed a proprietary toolset over the past 20 years which analyses the way people interact with brands and the shopping experience itself. Areas of expertise include new product development, packaging design and branded environments. We are part of the

largest independently owned design group in the world and are able to bring that resource to bear in the local market. We currently have a brief that a number of our offices around the world are working on. It brings a unique perspective to what we do. Our client list includes: Frucor, GWF, Heinz Wattie's, Nestlé and Tegel, amongst others.

Q. What are you working on at the moment?

A. We have recently completed the brand look and feel for Nestlé New Zealand's new offices.

Q. What recent work are you particularly proud of?

A. Have a look at our website

(www.cowandesign.com) and let the work speak for itself.

Q. What's your favourite design medium or designer?

A. I've always been passionate about FMCG & CG and there is no truer representation of a brand personality than the pack itself. It's a tough, demanding and ultimately very rewarding design medium.

Q. Where to from here?

A. We're relatively new to the New Zealand market and have established a blue chip client list. In the current economic climate it's steady as we go, working hard and developing great brands utilising the Cowan toolset. **pd**