



The problem statement

Eveready has been a household name in Kenya and East Africa for decades, synonymous with reliability, durability, and performance in the battery and energy sector. From powering homes to supporting businesses, the brand built a legacy of trust. However, despite its strong heritage, Eveready faced a growing challenge, its identity was failing to connect with younger, tech-savvy consumers and keep up with the industry's shift toward sustainability. The brand's visual identity felt outdated, lacking cohesion, and its digital presence was underdeveloped, making it harder to compete in a rapidly evolving market.

Solutions offered

Recognizing the need for transformation, Eveready partnered with BBR to breathe new life into its brand. The evolution began with a refined logo modernized to retain its essence of trust while embracing a sleek, future-ready aesthetic. A refreshed color palette injected energy and sustainability into the brand's look, while a clean, legible typeface reinforced clarity and accessibility. But beyond the visuals, Eveready needed a compelling story, one that resonated with today's eco-conscious consumers. BBR helped craft a sustainability narrative that positioned Eveready as an innovative, responsible brand ready to power the future.

The impact

The transformation was immediate. Consumers took notice of the refreshed branding, and Eveready reestablished itself as a brand that could be trusted not only for reliability but also for forward-thinking solutions. Product visibility increased, and market preference shifted as customers recognized the brand's renewed energy. Eveready's commitment to sustainability also found a receptive audience, particularly among younger consumers drawn to brands with a purpose.

Inside the company, the revitalization wasn't just an external shift, it sparked a renewed sense of pride among employees. The refreshed identity aligned internal teams with a shared vision, reinforcing Eveready's position as an industry leader poised for the future. What started as a brand refresh became a statement: Eveready wasn't just keeping up it was leading the way.