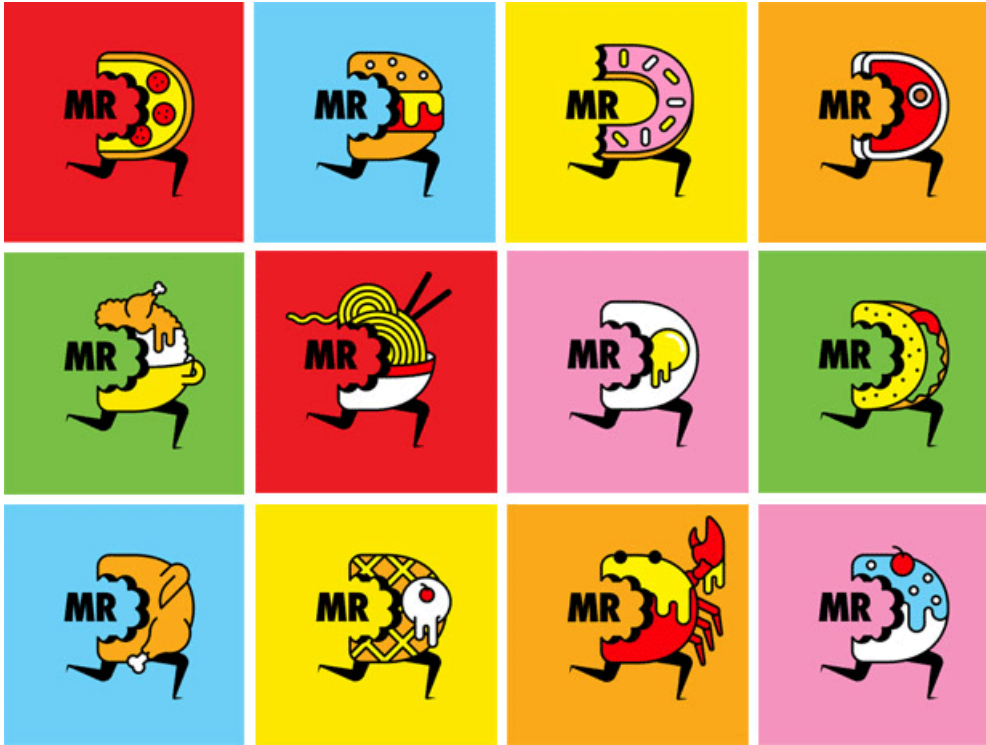


Homegrown business Mr Delivery gets a bold and bright brand makeover

Issued by [M&C Saatchi Abel](#)

28 Aug 2017

New look and feel positions Mr D Food as the premier food delivery service in SA...



Over the past year, door-to-door food delivery has become a highly competitive space. As the most established and farthest-reaching local service, Mr Delivery has dominated the SA market and in keeping with technological developments and trends, Mr Delivery has developed and launched its own app (Mr D Food - Delivery & Takeaway). The popular food delivery business partnered with advertising agency M&C Saatchi Abel Cape Town to create a new, more dynamic look and feel to coincide with the launch - and to ensure that the brand resonates with young, tech-savvy South Africans.

“Our brief was to create a playful new logo and CI that would speak to young South Africans,” explains Joshua de Kock, Creative Group Head at M&C Saatchi Abel Cape Town. “The look and feel needed to contrast and add something different to the current landscape – something that would stand out and boldly show its character.”

Notably, the agency discovered that the new Mr D app had more restaurants listed than any other takeaway delivery app in South Africa. This intrinsic benefit inspired the compelling and ever-changing logo that essentially represents the choice and infinite options customers experience with the Mr D app.

“Stylistically, we drew inspiration from our own experience of ordering from Mr Delivery when we were kids in the 90s,” adds De Kock. “The experience of ordering was always synonymous with cartoons, friend sleepovers, movies and video games - so we created a bright and eye-catching logo that paid homage to that era...”

As part of the launch of the app and new CI, M&C Saatchi Abel CT also created engaging content and animations for social media platforms, a series of press ads, street pole posters and radio ads that speak to Mr Delivery’s new brand line: “What do you feel like?”

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