

THE ORIGINAL

OATLY!

The logo consists of a blue circle on the left, followed by a blue triangle containing a white oat stalk. To the right of the triangle are the letters 'ATLY!' in a bold, black, sans-serif font. The entire logo is set against a white background.

By Rosemary Xu

OATLY'S PURPOSE STATEMENT

“We exist to make it easy for people to turn what they eat and drink into personal moments of healthy joy without recklessly taxing the planet’s resources in the process”

Source:

<https://www.oatly.com/int/about-oatly>

THE
Oatly
WAY



PARTNERSHIP



Food Poverty




THE
Oatly
WAY

 Solving
Hunger

About Feeding America

- Feeding America is a non-profit organization that has a network of 200 food banks across the nation which provide access to food for over 46 million people
- Its mission is to “empower our neighbours facing hunger with access to food and resources through a community of food banks, partners, and people who believe no one in our country should ever go hungry.”

INSIGHT

A person wearing a mustard yellow sweater and black overalls is holding a carton of Oatly oat milk. The carton is blue and white with the text "THE ORIGINAL OATLY! OAT" and "SHAKE WELL". The person is holding a metal straw in the carton. The background is a grey brick wall.

People believe what they eat, drink, wear and use are all representations of themselves.

CREATIVE PLATFORM

You are what you drink



BRAND ANTHEM

Healthy Nutritious Sustainable
Oatly is the milk made for humans
No, we are more than that
Oatly is a lifestyle
Oatly is an attitude
Oatly is you, him, her, them

When you are enjoying Oatly, you are also helping those who are fighting against food poverty because we exist to make it easy for everyone to turn what they drink and eat into healthy moments of joy.

You are healthy. You are cool. You are environmentally conscious. You are joyful. And you, you are helping others to feel the same joy.

You are what you drink.

