



Hello Day!
**CHANGE
YOUR LIFE!**

Hello Day! is a response to ever evolving consumer needs and changing eating habits.

Consumers today are looking for delicious, yet healthy and simple products that help to maintain a balanced diet and support wellbeing, both at the product and brand value level.

According to brand mantra 'Hello Day! Change Your Life!' Agus is committed in supporting consumers to make positive changes in their lives and the world around them by challenging their habits and attitudes.

Hello Day! visual communication distinguishes it from the competition on the shelf. Inspired by the American *farmer's market* and French *le marché*, the packaging features a colorful awning, naturally evoking the idea of a traditional grocery market offering food and beverages directly from farmers.



