



Tully Meadows

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Programme Details

The Design Development Programme provides companies with long-term capability in design management and new product development processes.

In the context of increasingly tough domestic and international markets, the programme illustrates how effective design can deliver strong competitive advantage in solving problems, reducing costs, adding value, building customer loyalty and differentiating products and services. The programme also engages professional design consultants to work alongside participating companies to address their specific design needs.

The Company

Tully Meadows produces luxury ice cream from an award winning Danish Jersey herd at its farm in Killadeas, County Fermanagh. Though only formed in 2005, the quality and service standards set by the company has already yielded success in the high end restaurant sector, while the farm shop set in an idyllic rural location attracts locals and tourists alike.

The Challenge

While the company experienced some early success and quickly gained loyalty to the product, the senior management team recognised that the current brand and packaging was limiting their ability to move forward into a premium retail sector and higher volume business. Their objective was therefore to determine a business strategy that would enable them to move forward and explore and develop a brand programme that would differentiate them in this highly competitive sector.

The Solution

Tully Meadows participated on the 14th Design Development Programme where they evaluated their market opportunity, business strategy and worked with Slater Design in generating a brand name, **Tickety Moo**, that could be trademarked as well as packaging and marketing concepts for implementation across the range.

The Benefits

The Design Development Programme not only helped the company to develop the new brand for premium markets, it also helped the luxury ice cream firm increase turnover by 50% in only six months and has already opened the door to valuable niche retail markets in Northern Ireland and ROI.

“Invest NI’s support programmes have been invaluable over the past year. In particular, the design development and marketing expertise we were able to tap into has already delivered tangible benefits to sales, as well as giving us the confidence and the capability to explore new opportunities and grow our business.”

Steve Giles, Tully Meadows.