



WRIGHTOBARA

Building a Brand That Shines:

HOW HOME COUNTY CO. FOUND SUCCESS WITH WRIGHTOBARA



Back in late 2018, Home County Co. teamed up with WrightObara for the first time. They had a big goal ahead: to get new products ready for their debut at the 2019 Spring Fair. Fast forward a few years, and WrightObara isn't just another creative agency to them. For Hannah Goundry, their Commercial Director, they're the brand's "gurus" and go-to team for everything from brand vision to stunning packaging designs.

Turning a Brief into "Whoa, That's Cool!"

From day one, WrightObara just got the Home County Co. vibe. "They're experts who think outside the box. It's not just about looking good—it's about bringing the brand to life," Hannah says. The team took Home County Co.'s fledgling brand and sculpted its identity, creating a strong visual foundation that continues to influence the company's direction.

Like Having an Extra Team on Speed Dial

Working with WrightObara doesn't feel like the typical client-agency relationship. "They're like an extension of our own team," Hannah explains. Need advice, a tweak, or just a sounding board? WrightObara's there, no hassle. And trust is a huge part of it. "We trust them completely," she adds, which makes a big difference when you're building a brand together.

A Game-Changing Rebrand

The real "wow" moment came in 2022, when WrightObara helped Home County Co. with a full rebrand. This wasn't just a fresh look—it was a big step up that helped them land partnerships with iconic names like English Heritage and Buckingham Palace. "They took our packaging from cobbled-

together to unique and beautiful," says Hannah. And with that rebrand, they're now stocked in over 400 retailers across the UK, US, and Canada!

Big Ideas, Down-to-Earth Team

What makes WrightObara a keeper? They're pros in brand strategy, packaging design, and keeping everything on point. Hannah loves how they bring a fresh take to every project, sometimes suggesting ideas "we'd never have considered on our own. Taking a brief and making it eye-catching and unique," she says. They see things in a way that goes beyond the obvious—and that's the kind of thinking that gets noticed.

Who's WrightObara Perfect For?

Hannah's advice for any business looking to level up? "If you're a product-based business looking to grow and reach new retailers, you want WrightObara on your side," she says. To her, they're more than just great value for money—they're the creative partner every brand needs.

If you need a creative partner to help bring your brand vision to life, get in touch, we'd love to help. Call us on

+44 (0) 20 80 92 92 79 or email info@wrightobara.com

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