

# A Seasonal BOOOOst!

A trusted brand expanded into seasonal graphics and needed a design that would capture Halloween-enthused consumers.

## YEAR ONE



## YEAR TWO



## YEAR THREE



### Challenge

The Kraft Heinz Company is an American worldwide food company formed by the merger of Kraft Foods and Heinz. The company wanted to promote the sale of their Lunchables brand products during the Halloween season and needed to modify their package to be seasonal while maintaining brand architecture and current structure.

### Think

Create distinct Halloween-themed graphics that differentiate the package on-shelf. Capture the attention of the target audience with fun, seasonal graphics that aren't too scary. Retain brand recognition by preserving the current brand architecture. Consider products as a purchase to be handed out to trick-or-treaters.

### Create

#### Year One

Care was taken not to change the integrity or the identity of the brand. The location of core equity elements such as the logo, product name, components list, photography, etc. was maintained. Simple seasonal characters, icons and colors were used.

#### Year Two

Product windows were eliminated to create bold Halloween character faces for each package and peak interest to collect all products. Food imagery was highlighted on a black background to draw attention and create the appearance of the character eating the product.

#### Year Three

Flex packaging was designed for the product to work both vertically and horizontally on the shelf. Bright colors and simple seasonal graphics were used and adapted to work in both formats.

### Connect

Successfully generated an incremental sales lift to the total segments (3-5% each year). Increased consumer awareness of Lunchables and strengthened loyalty for the brand, particularly busy Moms looking for a quick meal option for their kids. Drew interest and sales from a completely new audience –adult Halloween enthusiasts.

### SCOPE OF WORK

Package Design

Package Production

## YEAR ONE



## YEAR TWO



## YEAR THREE



BrandDirections

Think. Create. Connect.