

Less is More

A new design was needed for an established product line that would support the overall company positioning.



Challenge

Oscar Mayer, maker of hot dogs, lunchmeats and bacon, is a billion-dollar brand owned by Kraft Heinz. A ubiquitous song, as well as the legendary Wienermobile, illustrates the strength and heritage of the brand. They needed a package design refresh for their line of bacon products.

Think

Implement a design that communicates the overall “fresh, less processed” positioning of the Oscar Mayer line. Create segmentation for flavor variants. Carry conceptual design intent across all SKUs in the bacon line.

Create

Developed 20 final face panel designs based on an existing conceptual design for the original product’s primary face panel. Provided graphic design and pre-press expertise to achieve original design intent on various constructions, substrates and package dimensions. Directed and edited photography to ensure image consistency and improve segmentation within the line. Developed back panel graphics and designs to include cross-sell information, product recipes and photography based on original front panel design intent.

Connect

Built files for trouble-free printing across processes and configurations, including cartons, pouches, club cartons, inlaid labels, overwraps, trays and bacon boards. Applied color management expertise, adding extra colors as needed to achieve consistent brand blocking color and simultaneous total control of appetite appeal graphics.

SCOPE OF WORK

Photographic Art Direction

Design

Design Implementation



BrandDirections

Think. Create. Connect.