

Play Ball!

A sports-themed design was needed for the brand's Beef Franks and Carving Board products.



Challenge

Oscar Mayer, maker of hot dogs, lunch meats 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 wanted to create a seasonal sport-themed packaging for their Beef Franks and Carving Board line.

Think

Create distinct summer-themed graphics that differentiate the package on-shelf. Retain brand recognition by preserving the current brand architecture.

Create

Playing off the football and baseball season, the designs have taken the principle elements of the Oscar Mayer brand and packaging and modified the background to create a distinctive package.

Connect

A great example of capitalizing on a "season" to create packaging that differentiated and generated refreshed product interest. Everything about the package remained true to the brand, and yet provided a fun, creative and engaging way to seasonally connect with their consumers and reinforce brand loyalty. It also stimulated an impulse buy, tapping into the mood of the sports season.



SCOPE OF WORK

Marketplace Research

Label Design

Line Extension

Packaging Production



BrandDirections

Think. Create. Connect.