

A Mini Big Deal

A design was needed for a new product line extension that would complement the existing brand architecture.



Challenge

Taco Bell Home Originals, a Kraft Heinz brand and product line, was extended to include 24 Mini Taco Shells. Although positioned as a party food or appetizer product versus the Home Originals traditional full-size offerings, the mini shells needed to dovetail into the existing line of 12- and 18-shell packs and complete dinner kits.

Think

Design and implement packaging that complements existing Taco Bell Home Originals brand architecture. Identify the mini shells as a new product. Convey differences in size and function versus the line's established full-size shell packs and dinner kits.

Create

Designed packaging to group with existing brand architecture and equity, assigning a unique color code to differentiate the mini shell product. Introduced photographic representations of product use by re-creating photo styling and lighting to match existing product images. Developed back panel promotional copy and images to reinforce party food/appetizer positioning and cross-sell Taco Bell salsa and sauces. Created a comparison violator to visually convey the size difference.

Connect

Seamlessly integrated the new product into the existing line. Achieved consumer-friendly visual communication of product differentiators. Maintained brand architecture and equity. Effectively used brand cross-sell.

SCOPE OF WORK

Photographic Art Direction

Design

Design Implementation

Copywriting



BrandDirections

Think. Create. Connect.