

A Golden Opportunity

A growing caramel maker needed package and point-of-purchase design for a new product.



Challenge

L. Frances Caramel Company is a family-owned business that produces premium candy store quality products. The company expanded their product offering to include caramel corn, available in three sizes. They needed new packaging and point-of-purchase display designs to launch the product into convenience, drug, grocery and club stores.

Think

Develop a new distinctive package design as an extension of the existing L. Frances brand of quality caramel products, while maintaining a strong family resemblance.

Create

A gold stripe pattern reminiscent of a candy store awning is used on the top and bottom of the package leaving the center area as a window to showcase the product. The brand logo and product name is highlighted in a white shield. The graphics are intentionally simple and clean keeping the focus on the product, projecting the quality, handmade candy store image of the brand. A point-of-purchase display was developed to extend that design and create a cover that serves as a base for the product box above it. The solid gold brand color creates a strong recall to the L. Frances brand, accents the caramel product, and also protects the base from looking dirty when placed on the floor.

Connect

The company is in the process of launching its new caramel product. To date, the product has gained placement in and beyond the current convenience and drug stores who carry the individual caramels.

SCOPE OF WORK

Package Design

Point-of-Purchase Design

Final Art Production



BrandDirections

Think. Create. Connect.