

A Gift of Delicious!

Holiday-themed seasonal designs were needed for the brand's Fully Cooked Bacon items.



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. The company wanted to create seasonal, holiday-themed packaging for its Fully Cooked Bacon line.

Think

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

Create

Playing off the holiday season and the time of giving, we created designs using the principle elements of the Oscar Mayer brand architecture, and modified the background to produce a distinctive package that you can gift to anyone.

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 Oscar Mayer brand, and yet provided a fun, creative and engaging way to seasonally connect with consumers and reinforce brand loyalty. It also stimulated an impulse buy, tapping into the mood of the holiday season.

SCOPE OF WORK

Marketplace Research

Label Design

Line Extension

Packaging Production



BrandDirections

Think. Create. Connect.