

Guardians of the Sky

A packaging design was needed to capture the health benefits of a newly developed product and reinforce the company's leadership position.



Challenge

KAYTEE® (a division of Central Garden and Pet) provides wild bird food, feeders and other products to help customers connect to nature. Responding to emerging threats to wild bird health, the company developed a naturally supplemented product and needed a timely package design that would effectively convey the health benefits and social message.

Think

Develop packaging within a quick timeframe to get the product to shelf and reinforce the client's leadership position within the category. Clearly communicate the product description and benefits.

Create

Developed unique designs and naming that distinctly communicated the health benefits of the product. Selected colors, graphics and fonts that created a natural, healthy image.

Connect

The company successfully launched a new product in a growing category, reinforcing its position as a leader in bird and small pet nutrition.

SCOPE OF WORK

Brand Architecture

Name Development

Package Design

Final Art Production

CONCEPTS

