

Sliding into Home!

A design for a new product line extension was needed that would appeal to health-conscious consumers.



Challenge

Boca Foods, a subsidiary of the Kraft Heinz Company, began in 1979 with the vegetarian "Sun Burger". Over the next decade, a variety of meatless burgers were introduced, with organic products being added later. Kraft Heinz saw the opportunity to supply a better-for-you slider and needed packaging that would incorporate: creation of a "New" violator to visually convey that the product is new to the market; design packaging family with current brand architecture and equity, assigning a unique color code to differentiate each slider product; introduce photographic representations of product use by re-creating photo styling and lighting to match existing product images; create product shots that convey a fresher-less processed, "natural" look and feel.

Think

Extend Boca's packaging lineup focusing on design and implement packaging that complements existing brand architecture. Identify the veggie sliders as a new product, as expressed in both flavor and brand design. Provide visual cues that link the all-natural qualities of the product.

Create

Created packaging designs that fit within the existing brand architecture and framework. Developed a visual cue structure that ensured shelf impact in a variety of merchandising configurations across several store areas.

Connect

Seamless integration of a new product into the existing line. Consumer-friendly visual communication of product differentiators. Maintenance of brand architecture and equity.

SCOPE OF WORK

Photographic Art Direction

Line Extension

Packaging Production



BrandDirections

Think. Create. Connect.