

Packaging with a Bang!

A summer-themed, seasonal design inspired by Memorial Day and the 4th of July was needed for the company's Beef Franks and Thick Cut Bacon products.



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. They wanted to create seasonal, summer-themed packaging for their Beef Franks and Thick Cut Bacon products.

Think

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

Create

Playing off the summer season, we created designs using the principle elements of the Oscar Mayer brand architecture, and modified the background to produce a distinctive package.

Connect

A great example of capitalizing on a season to create packaging that differentiated and generated refreshed product interest. 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 summer season.



SCOPE OF WORK

Marketplace Research

Label Design

Line Extension

Packaging Production



BrandDirections

Think. Create. Connect.