

Love & Yumminess

2016 Valentine's Day themed designs were needed for the company's snack-sized Lunchables brand line.

2016 Valentine Graphics



Challenge

The Kraft Heinz Company is an American worldwide food company formed by the merger of Kraft Foods and Heinz. With the success of their 2015 Valentine's Day packaging promotion for their Lunchables brand (designed by BrandDirections), the company wanted to once again create a 2016 Valentine-themed packaging and display. Requirements included seasonal color scheme, To/From callout, Valentine's Day message directly on-pack, consistent theme across three differentiated executions, and design with regulatory copy and placement in mind.

Think

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

Create

Playing off the holiday, we created designs using the principle elements of the Lunchables brand architecture, and modified the background to create a distinctive package.

Connect

A great example of capitalizing on a holiday to create packaging that differentiated and generated refreshed product interest. Everything about the package remained true to the Lunchables brand, and yet provided a fun, creative and engaging way to connect with their consumers and reinforce brand loyalty. It also stimulated an impulse buy, tapping into the Valentine's Day tradition.

SCOPE OF WORK

- Marketplace Research
- Copywriting
- Label Design
- Point-of-Purchase Design
- Design Adaption
- Illustration
- Line Extension
- Packaging Production



2015 Valentine Graphics

- Over 400M packages sold
- Highest consumption week of Uno's since launch



BrandDirections
Think. Create. Connect.