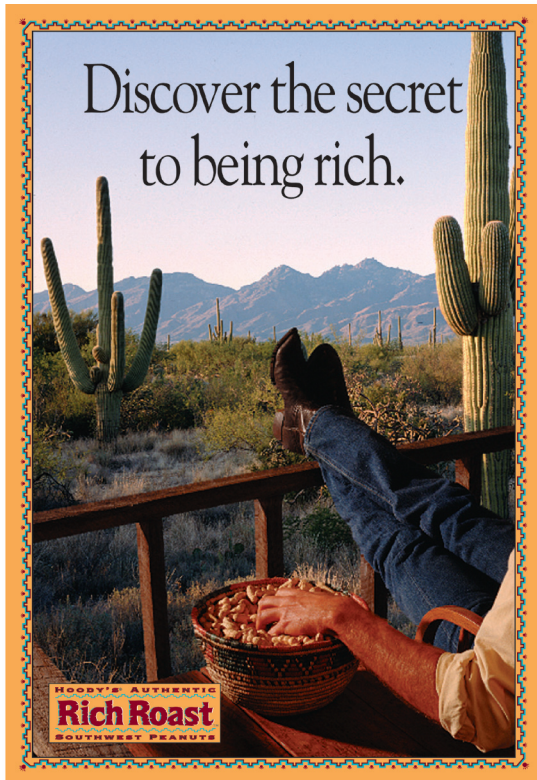




A new peanut brand brings new placement and profits



^ Promotional poster design

Business

Manufacturer of in-shell nuts and nut-related products

Audience

Consumers of peanuts from grocery produce departments, warehouse stores, convenience stores; retail buyers

Challenge

Create a distinctive new brand and position for Valencia peanuts that won't cannibalize Hoody's existing peanut products in the produce department; communicate the product's unique "rich roasted" taste with a packaging system that establishes a new tier of peanut products. Communicate added profitability of new product to retailers

Strategy

Develop package and positioning concepts, test concepts with consumer focus groups. Incorporate consumer feedback into name and theme, "Rich Roast, Hoody's Authentic Southwest Peanuts." Design upscale packaging that incorporates the Hoody's name and is distinctive from the rest of the product

line. Carry the brand identity through to a point-of-sale poster and brochure for retailers

Results

Award-winning identity and package design; no loss of sales for other Hoody's products; high product awareness among retailers



^ Retailer brochure and package design