



^ Label system on packages, plus Holiday tub label

New labels add “yum!” and reduce costs

Business

An Oregon bakery producing handmade shortbread cookies in various flavors, sizes and shapes

Audience

Retail buyers across the country in grocery chains, coffee shops and gift shops. Consumers looking for an indulgent, scrumptious cookie

Challenge

Develop labels that focus on the flavor profile of each different cookie to grab impulse buyers and compel them to buy; simplify from previous tag board wraparound to easy-to-apply and lower-cost labels; create an image of homemade goodness and show off the cookies; develop seasonal packaging design for new tubs

Strategy

Build packaging label system and information architecture for 10 varieties that work for single and multiple serving size containers; promote quality ingredients and distinctive flavors that emphasize “handmade from scratch;” generate glance and grab recognition of “that looks yummy!” to encourage impulse buys; simplify printing costs and label application through re-engineering entire labeling program

Results

Immediate acceptance by buyers in grocery outlets, including one chain that doubled their annual order after seeing the new labels; faster sell-through; compliments from peers; significant increase in sales volume

“Our sales have increased substantially now that our packaging more closely matches the taste of our delicious cookies.”

— Denise Pratt, President
McTavish Shortbread