



Packaging that looks natural for handmade pies

Business

Premium frozen fruit and berries, handmade pies and cobblers from a grower-owned company in Salem, Oregon

Audience

Consumers of frozen fruit and pies in grocery and farm stand retail outlets; retail buyers

Challenge

Communicate the product's premium, hand-crafted quality with a packaging system that wows the consumer and stands out on the shelf; build sales materials with the same natural look

Strategy

Build upscale new brand program incorporating distinctive, brown kraft pie boxes. Sales packet and stationery echo the same natural, hand-crafted look. Add "conversation" to box and visually distinguish "Oven-Free" cream pies from "Ready to Bake" pies

AWARDS

International Academy of the Visual Arts: Two Silver Davey Awards for package and stationery (2006), Silver Davey Award for logo (2005)

ReBrand 100 Award

Results

Award-winning identity and package design; 33% increase in sales within the first six months; greater brand recognition and product loyalty



▲ Sales collateral for retail buyers and packaging system



▲ Logo and stationery suite