

Compliments Seasonal Package Design

Canada Bread 2009



Objective: To create excitement for both the client and consumer around private label hot dog and hamburger buns during the key summer season.

Target Audience: Primary shoppers aged 25-54 in the Maritime provinces

Concept: Playful, colourful seasonal elements were added to the existing private label package design to generate new interest in an everyday value product. Summer-themed illustrations of active adults, children, and animals were combined with fun facts to create an engaging layout.

Process: I presented different summer-themed concepts based on illustration, photographic images, and typography using the existing private label package design as a base. Two of the concepts were combined to create a successful design that worked for both packages.

Design Issues: Design issues included ensuring that illustrations and words were not too distorted or cut off once product was sealed in the package. Another issue was ensuring that the illustrations shared common plates to avoid extra costs. Some of the illustrations were adjusted so that blue elements on one package could appear in red on the other.

Outcome/Result: The client was very happy with the final design and sales so far this summer have been above average.