

the Product Rocket

Marketing Mission

Client: Global Harvest Foods,
Seattle, WA

Mission Challenge: Design new look and feel for product line and family of packaging to attract grocery and pet chain stores to create private label programs with this manufacturer of seed products.

Deliverables:

- Brand identity for line of Wild Bird Seed products
- Packaging design for 5, 10 and 20# poly bags
- Product family suite to easily identified bird specific blends
- Planogram and signage mock ups
- Presentation boards and talking points for private label program
- Final high resolution bag design for production

Blast off!

This new packaging concept for a 'Backyard Blend' was selected by retailer PetSmart for a private label wild bird seed program rolling out in March 2006!



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