

Making A Connection

A new product line required a package design that would help promote human and pet interaction.



Challenge

KAYTEE® (a division of Central Garden and Pet) provides wild bird food, feeders and other products to help customers connect to nature. The company needed packaging design for a newly developed line of wholesome snack blends geared toward hand feeding, in response to research that showed how this activity promotes bonding between people and pets.

Think

Develop distinctive designs that appeal to pet owners' desire for fun and interaction. Clearly communicate product description and benefits. Create packaging designs that fit within the existing brand architecture and framework, while attracting impulse sales.

Create

Utilized consumer research to create concepts that speak to motivations and desires of pet owners. Developed designs using visual elements that suggested playful interaction, and called attention to the lines' stimulating flavors and textures. Selected striking colors, and dynamic graphics and fonts to create a sense of fun and whimsy, while achieving and maintaining a family look.

Connect

The company successfully launched a new product in a growing category, reinforcing its position as a leader in bird and small pet nutrition.

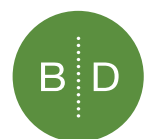
SCOPE OF WORK

Product Naming

Packaging Design

Line Extensions

Packaging Production



BrandDirections

Think. Create. Connect.