

Soaring Ahead

Responding to consumer research, a leader in bird and small pet nutrition needed help to refresh its brand that also included a new product line launch.



Challenge

KAYTEE® (a division of Central Garden and Pet) provides wild bird food, feeders and other products to help customers connect to nature. Driven by new consumer research, competitive pressures and new product formulations, the company needed to refresh its wild bird products brand including extensive packaging redesign. A new Regional Blends product line was also launched as part of the brand refresh.

Think

Incorporate new retail consumer insights into the designs. Create a brand architecture that allows for consistency, while clearly differentiating between product types.

Create

Utilized consumer research to create concepts that best represented the full product line. Designs were developed to include listings and strong visuals of the different types of wild birds attracted to each feed. Developed color-coding to differentiate the categories of wild bird feed and feeders.

Connect

The company successfully launched a packaging refresh that maintained a consistent brand image and displayed the depth of the product line, reinforcing its position as a leader in the marketplace.

SCOPE OF WORK

- Marketplace Research
- Brand Architecture
- Package Design
- Comprehensive Mock-ups
- 3-D Renders
- Collateral Design
- Final Art Production

