

Old-Fashioned Treat

A growing caramel maker expands its product offering to include a classic treat.



Challenge

L. Frances Caramel Company is a family-owned business that produces premium candy store quality products. The company expanded their product offering to include old-fashioned popcorn balls. They needed new packaging and point-of-purchase display design to launch the product into convenience, drug, retail, grocery and club stores.

Think

Develop a new distinctive package design as an extension of the existing L. Frances brand of quality products, while maintaining a strong family resemblance.

Create

A clean, clear package is used to display the product with a white dot background pattern playing off the shape of the popcorn ball. The brand logo and product name are highlighted in a white shield. The graphics are intentionally simple and clean keeping the focus on the product, projecting the quality, handmade candy store image of the brand. We developed a point-of-purchase display extending that design and creating a cover that serves as a base for the product box above it. The solid gold brand color creates a strong recall to the L. Frances brand, makes the product stand out, and also protects the base from looking dirty when placed on the floor.

Connect

The company is in the process of launching its new product. To date, the product has gained placement in and beyond the current convenience and drug stores who carry their individual caramels.

SCOPE OF WORK

Package Design

Point-of-Purchase Design

Final Art Production



BrandDirections

Think. Create. Connect.