

# What's in your Easter Basket?

An Easter-themed design was needed for the company's child-focused Lunchables brand fun packs.



## Challenge

The Kraft Heinz Company is an American worldwide food company formed by the merger of Kraft Foods and Heinz. With the success of previous holiday-themed packaging, the company wanted an Easter holiday design for their Lunchables fun packs that included seasonal color scheme/characters, a consistent theme across two differentiated executions, and design with regulatory copy and placement in mind.

## Think

Create distinct Easter-themed graphics that differentiate the package on-shelf. Retain brand recognition by preserving the current brand architecture.

## Create

Playing off the Easter holiday, we created designs using the principle elements of the Lunchables brand architecture, and modified the background to create a distinctive package.

## Connect

A great example of capitalizing on a holiday to create packaging that differentiated and generated refreshed product interest. Everything about the package remained true to the Lunchables brand, and yet provided a fun, creative and engaging way to connect with consumers and reinforce brand loyalty, as well as stimulate an impulse buy.



## SCOPE OF WORK

Marketplace Research

Package Design

Illustration

Line Extension

Packaging Production



BrandDirections

Think. Create. Connect.