

KRAFTPAKET

SUPERFOOD

A long time entirely unknown, today they take over the market. Superfoods they call the trend groceries. Currently they take over the social networks and therefore also the e-commerce. Every fourth user buys online groceries. Especially packaged food rank first, such as Superfoods.

For the large target audience – who eat and cook gladly healthy and high quality food – should the everyday cooking become an experience. With the innovative shipping packaging the consumer will receive basic recipes and a collection of recipes fitting to the season. Fresh ingredients can easily be write down on the alongside shopping list. A tray offers mobility, tidies and keeps the Superfoods handy. Due to the easy handling of the product packaging including a practical measuring beaker, the consumer saves time and nerves.

The target group is young and does not have any experience in the range of cooking and needs to get a feeling for that. The package supports them with that. With the help of the basic rules for overnight oatmeal's, green smoothies and energy-boosting toast they have the recipes always present. Because it cannot get boring, there are a lot of variations in the product diversity of four sorts and in the recipes. Hence every meal gets a taste adventure. A Superfood station promises structure and order, which helps you to reach your dream body. Through system structure, modernity, comfort and quality the customer will be convinced.

The identification of the product happens through the optical presence as well as through the use of the packaging.

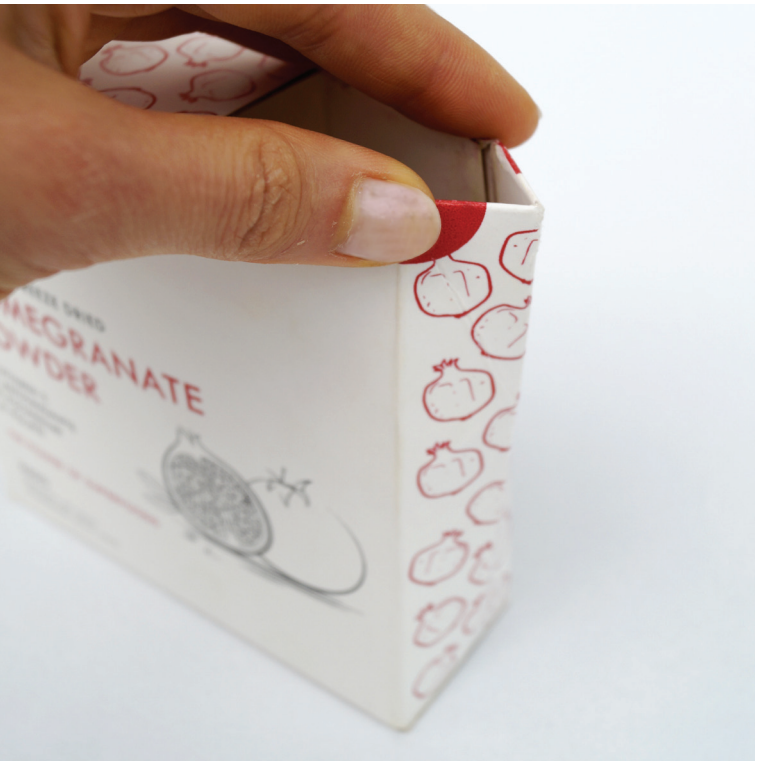
DESIGN

The design concentrates on the essentials. It follows a new aesthetic, is less conservative and less industrial. As consequence the composition presents itself as lively brand with a clear branding.

- › loving illustrations
- › lightness
- › dynamic
- › contemporary
- › explanatory
- › related to 'Homemade with Love'



After ripping the shipping packaging, occurs an unexpected effect. The packaging opens in every direction and the product stands in the center of attention. In the true sense of the word on the saver. Additionally to the suprise effect the shipping packaging will be in the second step a recipe wall, which can be pinned on the fridge.



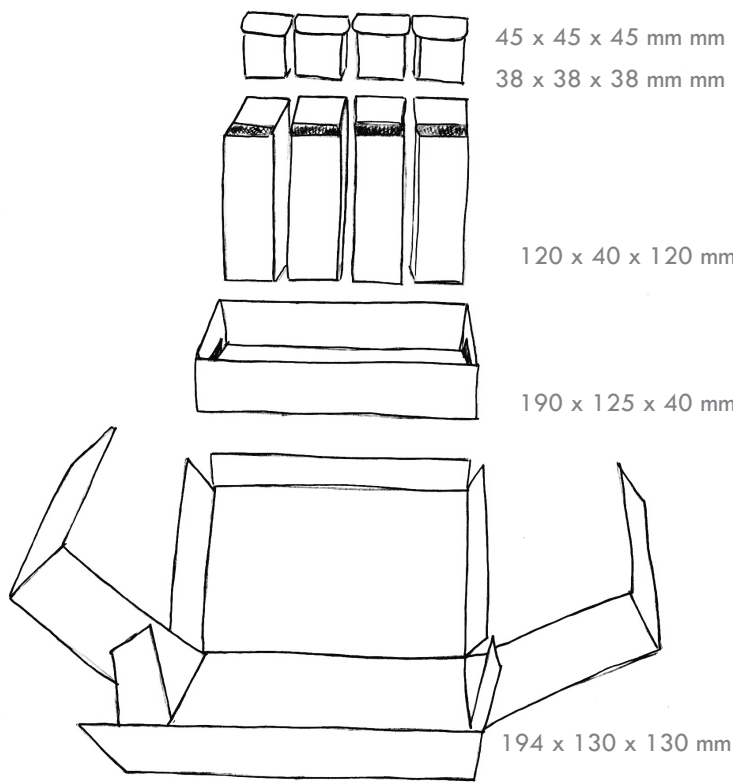
BENEFITS

CONSUMER

- › EXPERIENCE MOMENT
- › DAILY COMPANION
- › PRACTICAL HANDLING
- › ORDER
- › OVERVIEW OF PRODUCTS
- › MOBILITY
- › SAVING TIME
- › EYE-CATCHER
- › ADDED VALUE

DISTRIBUTORS:

- › CUSTOMER LOYALTY
- › USP
- › RECOGNITION
- › POSITIVE IMAGE TRANSFER



MATERIAL

product packaging :GL1, which fulfil the legal food hygiene requirements, was chosen.

The further packaging parts are made of carrugates cardboard with above and below lid position.