

Packaging |



| Message

**Approach:**

Handi-Snacks, from Kraft, needed a way to position their brand to speak directly to children and excite them about the product. They felt that a new focus on the product's package and messaging could help put Handi-Snacks back in the minds of children shopping in the grocery aisle with their parents and renew an excitement for this favorite treat. GIRVIN worked with the Kraft team to develop a solution that would help create an emotional connection to the product.



| Print



**Result:**

We brought to life Stick Figure as the spokesman, the recognizable little red spread stick that comes with each Handi-Snack. This recognizable part of the experience of the product was personified in an energetic way that spoke directly to the target audience. In addition, we updated the packaging, messaging and Handi-Snack brandmark to bring back a liveliness to the brand that had somewhat deteriorated over time. The new enhancements helped Kraft promote Handi-Snacks as an exciting and enjoyable treat.