

Approach:

The constant store-brand knock-off of the Macaroni & Cheese packaging was slowly eroding sales of Kraft's #1 brand. Our challenge was to find a unique position while enhancing the packaging. The positioning of the Macaroni & Cheese brand shifted from "the original" to "the cheesiest," moving Kraft to a more premium placement in the mind of consumers.

**Result:**

GIRVIN enhanced the sophistication of the packaging, using blue as the anchor color and enhancing the positioning banner to celebrate the product. We also enhanced the photography, the glow behind the image and modified the landmark.