



Packaging |

**Approach:**

Nabisco Foods Group has worked with GIRVIN for several years on the development of new product identity, name and personality development, and packaging to upgrade the visual presentation of existing brands, brand extensions and new product concepts. We have also evaluated the shelf presence of the Nabisco family of products and recommended merchandising hardware concepts for supermarket display.

Result:

Our work for Nabisco has covered the rejuvenation of such popular brands as Ritz crackers, Wheat Thins and ChipsAhoy! cookies. Enhancing the package design of these well-known brands has enabled the products to solidify and increase their market share and retail shelf presence.