

**Approach:**

Nalley was a regional Northwest brand that produced a wide range of canned foods and condiments. The existing packaging had been created decades ago and line extensions over the years had only served to dilute the brand's shelf presence. Our team was hired to re-design the packaging for their product lines to create a stronger impact in the grocery aisle.



Packaging |

**Result:**

Our recommendation was to leverage their regional heritage as a Northwest brand and favorite. We enhanced the brandmark, utilized new product photography and helped define a program for line extensions that lead to much greater shelf impact and sales.