



Approach:

The Gummi Savers brand needed to do a better job speaking to its audience: kids. Equity colors communicated product flavors, so the existing color palette could not be changed. The additional challenge was to redesign a package that was only 1/2" wide and 5" long and constantly rolled in display situations.

Packaging |



Before |



| After



Result:

Our team set to work with a well-thought creative strategy and the knowledge that the entire package needed to reflect the brand. We designed a new "kid friendly" landmark and fruit flavor illustration that became the foundation of a 16 SKU line.