

DESIGN INSPIRATION

Packaging the Auntie Anne's experience



When tasked by Focus Brands with translating Auntie Anne's recognizable identity into packaging for a frozen version of their famous pretzels, the WFM design team considered many different applications of the existing branding. Their primary challenge was deciding the best way to visually convey the taste experience of a warm, freshly-made Auntie Anne's pretzel on a package located in the grocery freezer. In addition, the package had to illustrate the ease with which consumers are able to create an Auntie Anne's pretzel tailor-made to their own palate with the additional toppings provided in the box. This meant that the resulting package needed to explain the added bonus of a customizable tasting experience without discrediting the "same taste as original" messaging.

The first step was creating a layout that would maximize visual appeal and also tempt the taste buds.

"After exploring several options, the client chose a design that dedicated a large portion of the face panel to an appetizing and inviting image of the plated product," explains art director Josh Samolewicz.

"This image highlights the pretzels in a clean and simple manner, ideally prepared and ready to be enjoyed."

The remainder of the face panel was designed with a focus on increasing the brand presence through color blocking and logo placement. The logo is prominent in the hierarchy but not overwhelming. This allows the heavenly promise of the prepared pretzel to remain the true selling point. Since the secondary concern expressed by the client was for consumer awareness of the flavor enhancing aspect, a portion of the branded panel was designated to highlight the additional items included with each box.

"We decided that the best way to differentiate an ordinary frozen pretzel from an Auntie Anne's frozen pretzel was to show consumers the additional flavor components," said design team member Mike Amole. "To this end, we created a small vignette of the other in-box items that allow for consumer customization. This grouping of pre-packaged special ingredients also serves to assist in flavor identification."

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This new line of frozen pretzels is unmistakably Auntie Anne's and effectively achieves the client's goals. With an easily adaptable layout for future line extensions, this package design presents a premium product in a clear and concise manner.



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