

LITTLE DISH



Properties list:

- reusability
- information about content
- kids
- end-user packaging
- cluster
- soups and ready-meals
- new product
- range of products
- illustrated character
- identity by illustration
- cardboard and paper
- identity by system of colour

This packaging and brand identity was created by the agency Pearlfisher for a new range of fresh and healthy hand-prepared food, sauces especially designed for children. The design aims to appeal to children for its soft storybook style, showing a range of characters that entertain and educate children about good eating; every pack even contains a picture to be coloured and the story of the character shown on the pack. Little Dish and Pearlfisher have won the New Brand of the Year (SME) award at the Marketing Society Awards for Excellence 2008.

Reference: <http://www.pearlfisher.com/portfolio/littleDish.htm>

Credits:

Country: UK

Year: 2006

Agency: Pearlfisher

Awards: New Brand of the Year (SME) award at the Marketing Society Awards for Excellence 2008

Other images:



THERE ONCE WAS A GREAT CHICKEN RACE
BUT ONE RUNNER COULDN'T KEEP PACE
HE ATE CURRY AND RICE
ALL FLAVOURED WITH SPICE
AND ENDED UP WINNING FIRST PLACE