

WAITROSE READY-MEAL



Properties list:

ready to use
packaging as a new medium
information about content
end-user packaging
range of products
extra-use of packaging
new product
soups and ready-meals
folding carton
cardboard and paper
contemporary
identity by typography
identity by system of colour

From Pearlfisher website portfolio:

Task: Strategic positioning and design on a range of Waitrose ranges, from food and skincare to flowers.

Scope: Range segmentation, range renovation, design, NPD, naming, writing and tone of voice.

Reference:

Credits:

Agency: Pearlfisher

Other images: