

# 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: