

FRESH & EASY KIDS CEREALS



Properties list:

- end-user packaging
- range of products
- new product
- pasta, rice and grains
- folding carton
- cardboard and paper
- playful
- contemporary
- photo to describe
- illustrated character
- kids
- toy packaging

International Design Consultancy P&W has designed a new range of Kids? cereals for Tesco?s fast-growing US chain Fresh & Easy Neighborhood Market. The three-strong range, Cookie Bites, Cocoa Sharks and Apple & Cinnamon Smiles, is designed to achieve cut-through in a category replete with bright colors, artificial flavors and cartoon characters. P&W says: ?We are very proud of the new Fresh & Easy Kids? cereals range. There is so much choice within breakfast cereals in the USA, that it can be fairly bewildering for parents who just want to give their children a nutritious start to the day. Our work with Fresh & Easy has been all about helping US consumers to choose top-quality products. To come up with a set of designs that not only stand out at the fixture but also use the whole of the pack to add a real sense of fun to compete with the brands, is testament to the insight and ability of our design team.?

Reference:

Credits:

Country: United States of America

Year: 2010

Agency: P&W Design Consultants

User: Tesco

Other images:

