

# FORAGE CEREAL

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## Properties list:

update  
other food  
folding carton  
cardboard and paper  
natural  
opaque  
photo to describe  
identity by colour  
range of products  
end-user packaging  
adults  
information about content

The team at Forage Cereal took on the initiative to develop a smaller, convenience style pack to compliment their existing range, which offers premium quality ingredients for the ever growing paleo and gluten free markets.

Forage needed a refresh to launch its new offering that reflected their honesty and passion for creating nutritionally balanced and naturally sourced breakfast cereals.

Creative Director Tyson Sheean said: "The aim of the update was to convey Forage's quality and nutritionally developed ingredients, without losing its natural loog and feel. the convention in the category is to cut away at the packaging so the consumer can see the product, this is detrimental as it lets light in and damages the seeds and nuts inside. We opted for mouth watering product photography instead to showcase the ingredients".

Since the refresh, forage has continued to build sales growth with its core audience by distributing into more speciality supermarkets across Australia and New Zeland.

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## Reference:

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### Credits:

**Country:** Melbourne

**Year:** 2016

**Designer:** Tyson Sheean

**Client:** Forage Cereal

**Photography:** Lachlan  
Moore

### Product photography:

Jack Lovel

Other images:

