

FORAGE CEREAL



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.

Reference:

Credits:

Country: Melbourne

Year: 2016

Designer: Tyson Sheean

Client: Forage Cereal

Photography: Lachlan
Moore

Product photography:
Jack Lovel

Other images:

