Molto Cremoso

di Arachidi Famiglia

by Eric Zorn IDD 400 Fall 2016

Brief

About our Company

Our company, Arachidi, is a Premium Italian peanut butter that is made with love in the Northern region of Tuscany, which is already located in Northern Italy. Burro di Arachidi is a family owned company that dates back from 1823 and has been consistently been produced with the same methods and machinery ever since the opening of the company. Our newest line of Peanut Butter is made with the utmost attention and is our new Molto Cremoso version of our product. We will be slowly rolling out this version of our peanut butter Molto Cremoso in our larger markets of Los Angeles and New York City.

Objective

Molto Cremoso is special because it is mixed with Nutella, one of Italy's most famous products that is a blend of hazelnuts and fine Italian cocoa. The product has become one of the most well respected spreads that is being sold in the Italian market. The product is similar to other products on the market because of the mixture of two products that include hazelnut spread and peanut butter. However, the difference between our product is that all of the ingredients are sourced and produced in Italy and then distributed to other countries across the world. The first country that this is being distributed to is the United States of America.

Target Market

- Our peanut butter is targeting a market of higher end consumers, most likely adults or individuals that enjoy higher class items and organic, clean/non-gmo, and hand-made artisanal products. Our product can be marketed and consumed by men and women, there is not a specific gender that this product has to be consumed by or is better for in health regards.

-Our audience, other than in Italy, is mainly going to be located in Los Angeles and New York City, due to that being where the first North American releases are going to be. However, in a short time, the products will be slowly rolling out through the rest of the United States and the consumer will be able to pick them up from most grocery stores, farmer's markets, and other related areas/stores.

-The average lifestyle of our consumers will be someone who is active and most likely physically fit and or is attempting to watch and lose weight. Our product is low in calories and is made from all natural organic ingredients, which should entice a market that is of an adult age.

-These consumers of Arachidi's Molto Cremoso are most likely not a finicky eater and are open to trying new things. They do prefer multiple flavors within their product to enhance the taste of what they are eating and enjoy tastes that may be foreign or slightly out of the ordinary to them. Due to our product line containing nuts, our consumers will not have any allergies to any nut products, or at least hazelnuts and peanuts. The customer most likely will also not be opposed to many things in his or her life and does not mind spending more money for a higher quality product. Therefore, many of our customers will probably have very few dislikes when it comes to food or price.

Brand Attributes & Opportunity

- Natural, Organic, Non-GMO, Upscale Peanut Butter, Extra Creamy Mix between an Italian Peanut Butter and a Hazelnut spread that is famous in Italy and around the world, known as Nutella.

-Due to this product being considered an upscale product, there are going to be many positive extensions of the product. Molto Cremoso is going to be placed on all of the top shelves of the spread isles for peanut butter, jelly, hazelnut and chocolate, and many other spreads.

-Our brand of peanut butter has a major chance in the current market, due to there being multiple nut spreads that are cultivated and produced only within America. Our product, being from Italy, brings a foreign market into the local grocery stores within the Unites States. Along with the quality of the ingredients and prior experience that was brought from the Italian family and factory that has made and sold the product for many years.

Differentiation

- As mentioned above, Arachidi's Molto Cremoso will stand out compared to other items on the mark et because of the all-natural and imported ingredients that are being farmed, produced, and bottled within Tuscany, Italy. The product's logo and branding will be selling the peanut butter as a healthy, tasty, and upscale alternative to what is already available on the store's shelves currently. It will be branded and marketed heavily as a product from a foreign company and will most likely be placed at eye level on a shelf, put into point of purchase constructions, and will also appear in the foreign goods/flavors isle of all food stores. This way, the product is put into the view of and marketed towards all adults from different tastes, nationalities, and ages.

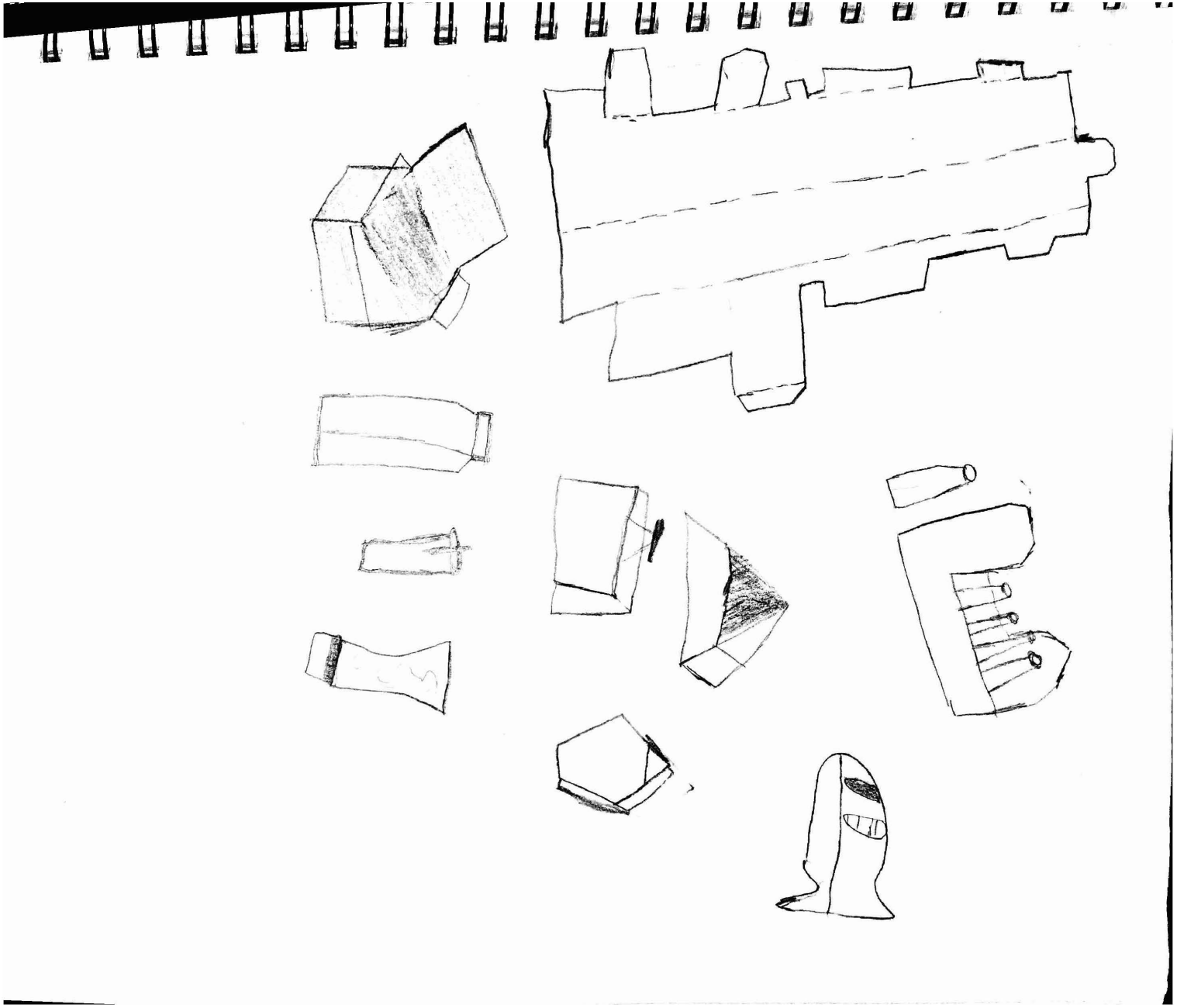
Application

- The package will consist of the larger 16oz jar of the peanut butter spread with the mix of peanut butter and Nutella in swirled lines that are visible to the customer. The logo will wrap around the package like all other logos and designs. It will be wrapped in the stripes of green, white, and red from the Italian flag with Bodoni font of the company's name, Arachidi in Bold. Underneath the name of the company will be the name Molto Cremoso in non-bolded Bodoni and the year that the company was established, 1823. Below that in the bottom right corner of the front of the logo will be small font and then a relatively small logo for the Nutella branding. On the back and sides of the jar's branding will be the warnings, ingredients, and the nutrition facts.

- The feeling that I am trying to capture with this peanut butter is an upscale product from a foreign provider that is entering the American market. The logo and ingredients in the spread will portray Italy and the product in a brighter light compared to the American competitor's peanut butters.

Sketches

Molto Cremoso
Burro Di Arachidi
18
23
Extra CREAMY
MOLTO CREMOSO
MOLTO CREMOSO 1823 CREMOSO
MOLTO CREMOSO
CREMOSO MOLTO
PEANUT BUTTER
SINCE 1823
Da Burro di Arachidi
BURRO Di Arachidi
MOLTO CREMOSO
1823
Burro di Arachidi
Molto cremoso
Molto Cremoso
Burro di arachidi
MOLTO
Cremoso
MOLTO
CREMOSO
Since 1823

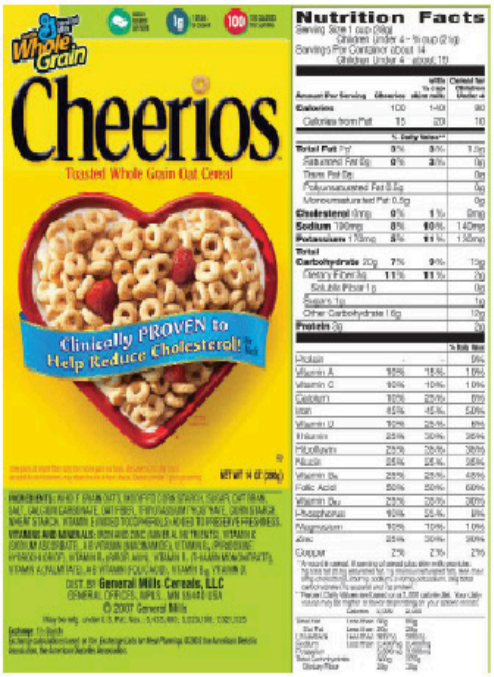


Inspiration

ALL NATURAL
eanut Butter & Co
SINCE 1998

the Peanut Principle!
GOURMET NUT BUTTER ARTISANS

TEDDIE
Natural Peanut Butter


Whole Grain
Cheerios
Toasted Whole Grain Oat Cereal
Clinically PROVEN to Help Reduce Cholesterol!
Nutrition Facts
DIST. BY General Mills Cereals, LLC
© 2007 General Mills

Better Butter
all natural peanut butter spread
reduced calorie and fat

KRAFT
Peanut Butter
Never oily. Never dry

JEM
raw organic
CINNAMON RED MACA
SPROUTED almond spread
6 oz (455g)

PART SALTY.
PART SWEET.
ALL YIPPEE!
SKIPPY

Sarabeth's
Peach Apricot
Sarabeth's
Strawberry Raspberry
Sarabeth's
Pineapple Mango

SMUCKER'S
NATURAL
Peanut Butter
CREAMY
SMUCKER'S
NATURAL
Peanut Butter
CREAMY

MaraNatha
ORGANIC
NO STIR
PEANUT
BUTTER
Crunchy

MaraNatha
ORGANIC
CREAMY & ROASTED
PEANUT
BUTTER

VELVET
CREAMY
peanut
butter

A TARTINER AU

Color Studies

C: 79
M: 41
Y: 95
K: 39

C: 80
M: 11
Y: 100
K: 1

C: 24
M: 100
Y: 100
K: 18

C: 7
M: 100
Y: 100
K: 1

C: 83
M: 23
Y: 100
K: 10

C: 2
M: 33
Y: 84
K: 0

C: 31
M: 100
Y: 100
K: 44

C: 70
M: 58
Y: 8
K: 0

C: 13
M: 4
Y: 12
K: 0

C: 100
M: 87
Y: 20
K: 6

Header Type Studies

Caflisch Script Pro (DaFont):

Arachidi Molto Cremoso

arichidi molto cremoso

ARACHIDI MOLTO CREMOSO

Gabriola Regular:

Arachidi Molto Cremoso

arichidi molto cremoso

ARACHIDI MOLTO CREMOSO

Bodoni XT:

Arachidi Molto Cremoso

arichidi molto cremoso

ARACHIDI MOLTO CREMOSO

Avenir Book:

Arachidi Molto Cremoso

arichidi molto cremoso

ARACHIDI MOLTO CREMOSO

Body Type Studies

Arial Italic 12pt:

Arachidi Molto Cremoso
arichidi molto cremoso
ARACHIDI MOLTO CREMOSO

Arial Italic 14pt:

Arachidi Molto Cremoso
arichidi molto cremoso
ARACHIDI MOLTO CREMOSO

Arial Reg. 12pt:

Arachidi Molto Cremoso
arichidi molto cremoso
ARACHIDI MOLTO CREMOSO

Arial Reg. 14pt:

Arachidi Molto Cremoso
arichidi molto cremoso
ARACHIDI MOLTO CREMOSO

Cambria Reg. 12pt:

Arachidi Molto Cremoso
arichidi molto cremoso
ARACHIDI MOLTO CREMOSO

Cambria Reg. 14pt:

Arachidi Molto Cremoso
arichidi molto cremoso
ARACHIDI MOLTO CREMOSO

Corbel Reg. 12pt:

Arachidi Molto Cremoso
arichidi molto cremoso
ARACHIDI MOLTO CREMOSO

Corbel Reg. 14pt:

Arachidi Molto Cremoso
arichidi molto cremoso
ARACHIDI MOLTO CREMOSO

Corbel Reg. 12pt:

Arachidi Molto Cremoso
arichidi molto cremoso
ARACHIDI MOLTO CREMOSO

Corbel Reg. 14pt:

Arachidi Molto Cremoso
arichidi molto cremoso
ARACHIDI MOLTO CREMOSO

Calibri Reg. 9pt:

Arachidi Molto Cremoso
arichidi molto cremoso
ARACHIDI MOLTO CREMOSO

Calibri Reg. 14pt:

Arachidi Molto Cremoso
arichidi molto cremoso
ARACHIDI MOLTO CREMOSO

Bernino Sans 12pt:

Arachidi Molto Cremoso
arichidi molto cremoso
ARACHIDI MOLTO CREMOSO

Bernino Sans 14pt:

Arachidi Molto Cremoso
arichidi molto cremoso
ARACHIDI MOLTO CREMOSO

Comps

First Comp

Second Comp

Third Comp

Final Edition

Two-Dimensional Logo for the Peanut Butter

Three-Dimensional Logo for the Peanut Butter

FINAL IMAGES

Snyder's Pretzels of Hanover Packaging

Eric Zorn

IDD 440

About The Company

Snyder's of Hanover pretzels were founded in

About the Product

We attribute our growth to providing quality snack products at fair prices to our consumers. Our products are distributed nationwide using a combination of our store door distribution system with direct delivery to grocery stores, a distributor network, and a vending and foodservice sales division. We also have a strong international business with sales on every continent except Antarctica.

From our humble beginnings to our position today as the leader of the pretzel industry and a major player in the snack food industry, we celebrate the efforts and innovations of our predecessors and their families and eagerly anticipate many more years of pretzel pride as we continue to be America's favorite pretzel. (From Snyder's of Hanover Website)

Objective

The redesign of this packaging is for Snyder's of Hanover Pretzels. Specifically, the flavor is going to be a honey-mustard sourdough flavor. There currently is a sourdough flavor, however, this is going to be an addition to the family of sourdough pretzels.

Target Market

The target market is for people of all ages. These pretzels can be marketed towards both the adults and parents that are going to be traveling through their local grocery store, but also marketed towards the children and college students shooping by themselves or with their paretns.

Brand Attributes

Snyder's commonly uses a logo with a vector image of wheat and a Serif type face. There tends to be a yellow background, often with a gradient of white through it, however, the bags and boxes of their entire line of pretzels varies on flavor and size.

Market Segment

Snyder's pretzels of Hanover enter a market full competition from other brands. There are tons of pretzelsThat are filling the shelves of our grocery stores all across the country,With some of them being imported and others domestically produced.Snyder's of Hanover Just an American founded company and prodcues pretzels within the United States. They also have a very strong foreign presence.

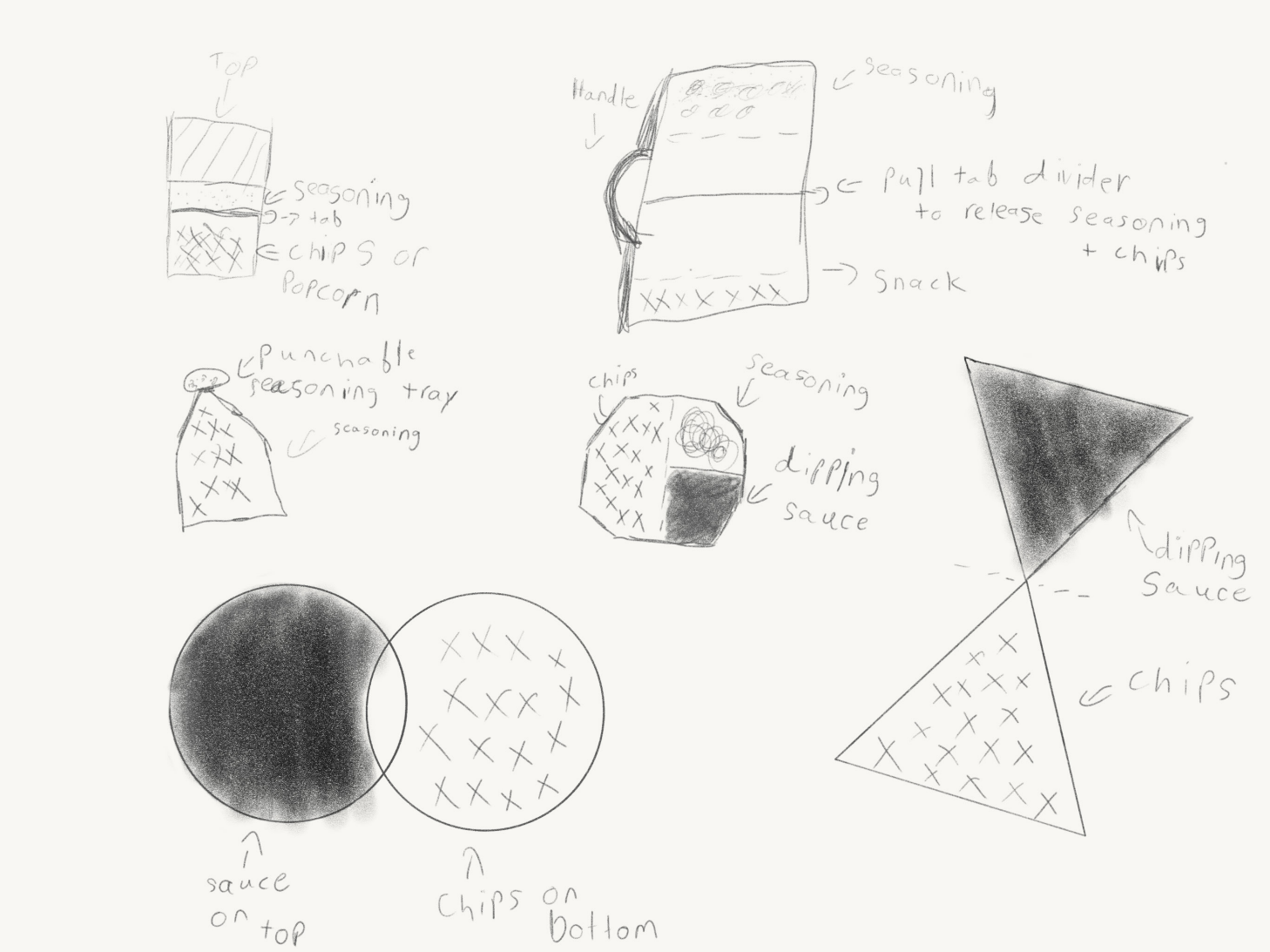
Differentiation

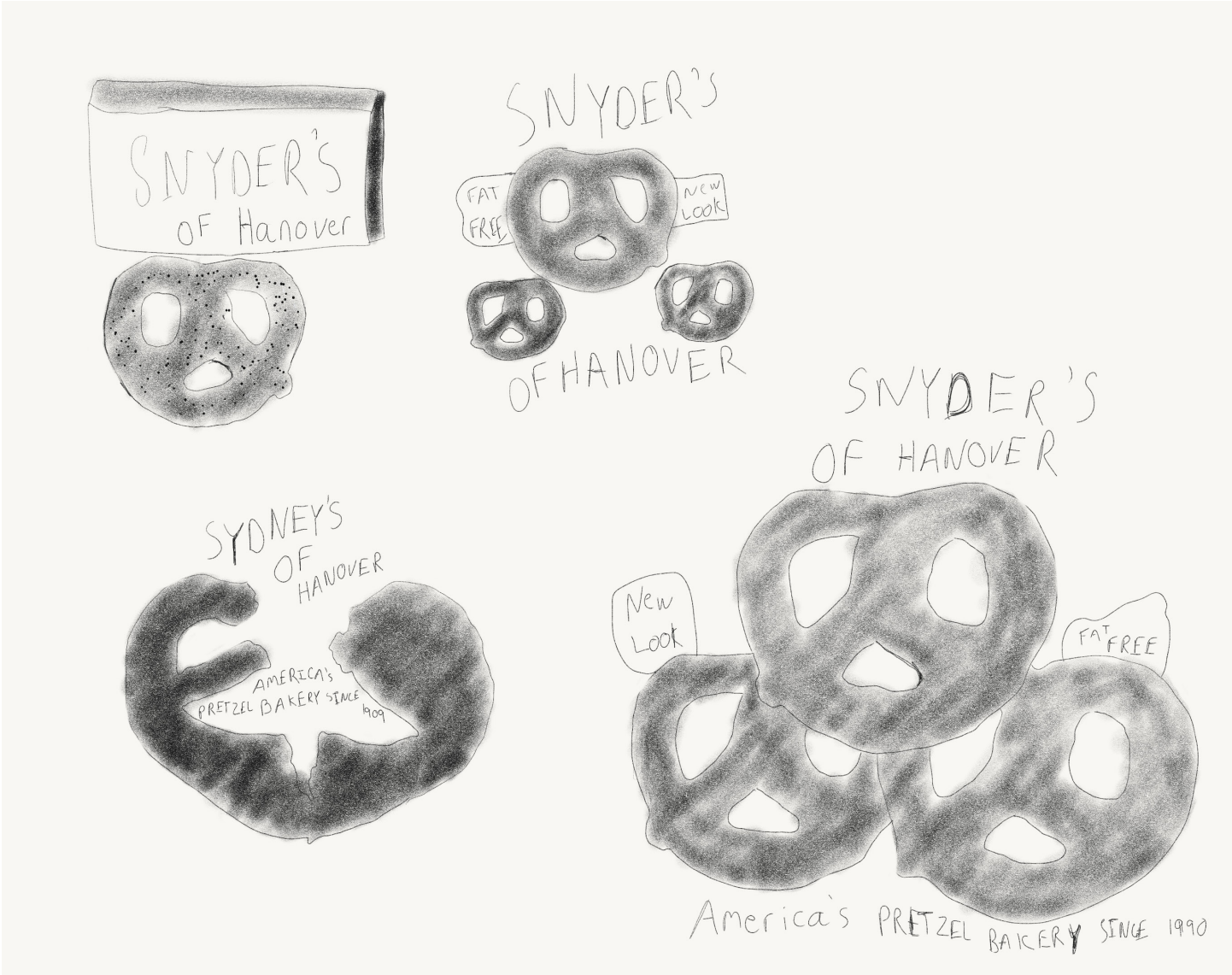
There’s not much of a comparison to other brandsBecause Snyder’s of Hanover is predominantly a sourdough pretzel company. However pretzels are very common snack item across the worldAnd can be found in pretty much any grocery store or convenience store shelf, also within any household. Snyder’s pretzels differentiate’s themselves from other companies by using unique branding depending on the flavor of pretzel. Every single bag or box that is used pertains to the flavor of the pretzel and the region that is from.

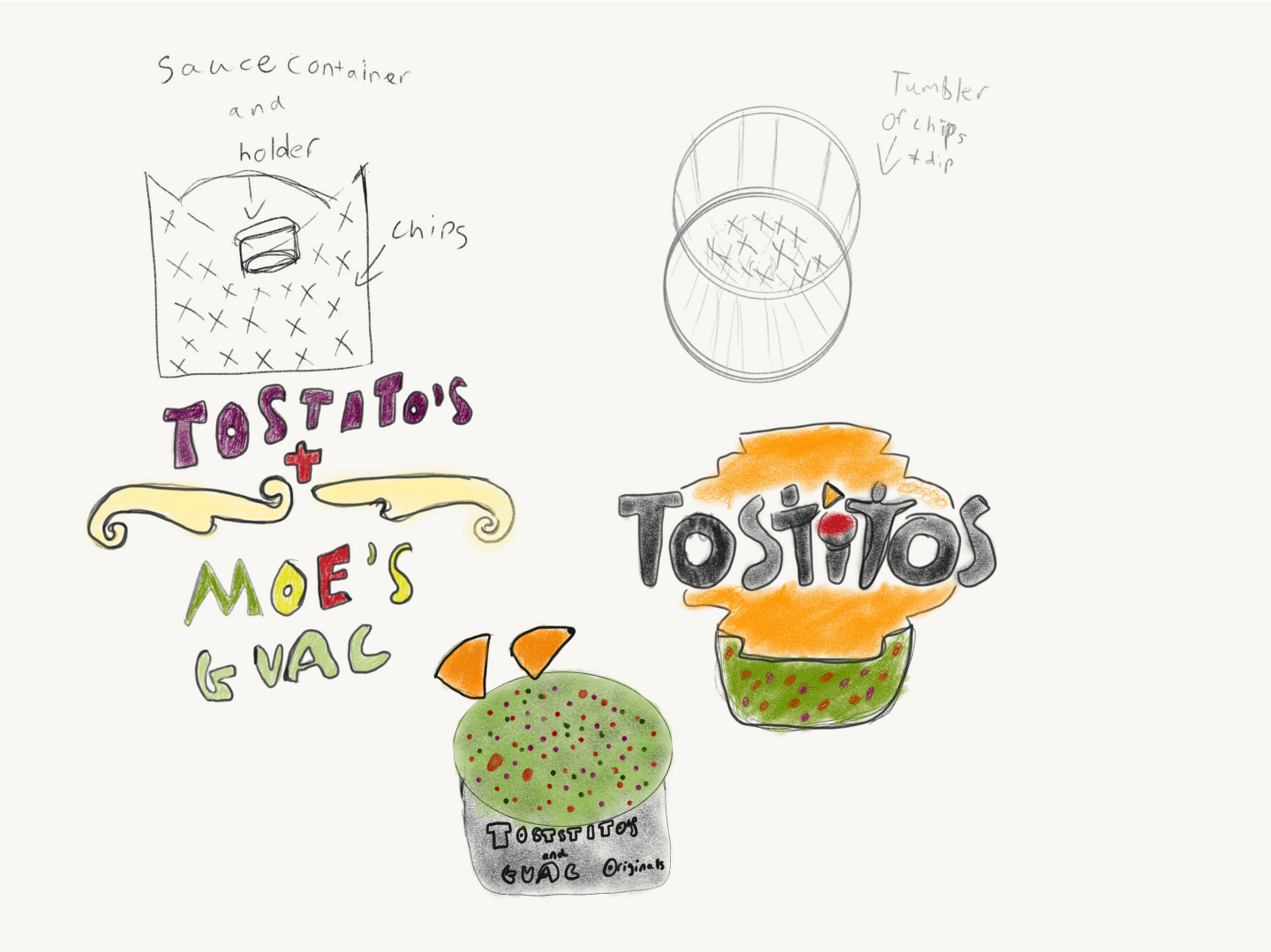
Application

By designing this new package our Honey Mustard sour dough pretzels, we will be making a new box that uses the golden colors of the honey-mustard seasoning. The box is simple and uses vector based images with large and bolded semi-serif typography. The box ensures that each of the viewers and consumers is able to understand the flavor and branding of the item when purchasing.

Sketches


Top
seasoning
tab
chips or popcorn
Handle
seasoning
pull tab divider to release seasoning + chips
Snack
punchable seasoning tray
seasoning
chips
seasoning
dipping sauce
dipping sauce
chips
sauce on top
chips on bottom

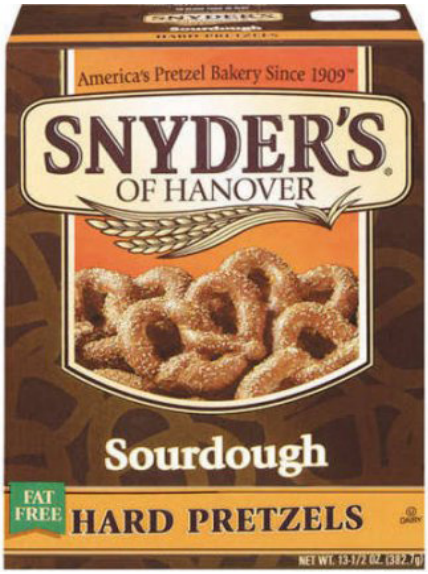

SNYDER'S
OF Hanover
SNYDER'S
FAT FREE
NEW LOOK
OF HANOVER
SNYDER'S
OF HANOVER
SYDNEY'S
OF
HANOVER
AMERICA'S
PRETZEL BAKERY SINCE
1909
New Look
FAT FREE
America's PRETZEL BAKERY SINCE 1990


Sauce Container
and
holder
chips
Tumbler
of chips
+ dip
TOSTATO'S
+
MOE'S
GUAC
TOSTITOS
TOSTITOS
and
GUAC
Originals

AMERICA'S NO. 1 PRETZEL
SINCE 1917
ROLD GOLD
PRETZELS
GUARANTEED FRESH
CLASSIC STYLE
THINS
PRETZELS

SNYDER'S OF HANOVER
Cheddar Cheese
PRETZEL PIECES
SNYDER'S OF HANOVER
Garlic Bread
NIBBLERS
SNYDER'S OF HANOVER
Creamy Caramel
PRETZEL PIECES
SNYDER'S OF HANOVER
Honey Mustard & Onion
PRETZEL PIECES

America's Pretzel Bakery Since 1909
SNYDER'S OF HANOVER
Sourdough Hard Pretzels
New Look!
Fat Free
NET WT. 13.5 OZ (382.7g)


America's Pretzel Bakery Since 1909
SNYDER'S OF HANOVER
Sourdough
FAT FREE
HARD PRETZELS

Research Images

ROLD
GOL
HEART
Min
ORE

Sun Chips
GARDEN SALSA
TOSTITOS
HINT OF LIME
Lay's
Garden Tomato
& Basil

cookies
yogurt
cherry jam

• Made with F
• Double Batter Dip
• Prepared in Zero Trans
Oil

graze.com

SEASONED FRIES
SHAKE
YOUR TASTEBUDS
BUFFALO
Seasoning
GARLIC

BÚ

EMERALD

BBQ
Chicken
5

New!
Ruffles
Original Potato Chips
& French Onion Dip!

BURGER KING
STEP 1
BACON
ROCK IT FRIES
STEP 2
MAPLE
ROCK IT FRIES
STEP 1
PARMESAN
ROCK IT FRIES
STEP 2
CAJUN BBQ
ROCK IT FRIES

Title Type Studies

ARIAL Regular 60pt

ARIAL Bold 60pt

Optima Bold 60pt

Cooper Black Regular 60pt

Brittanica Bold Regular 60pt

Body Type Studies

Arial Italic 12pt:

Tostito's Chips and Dip
tostito's chips and dip
Tostito's Chips and Dip

Arial Italic 14pt:

Tostito's Chips and Dip
tostito's chips and dip
TOSITO'S CHIPS AND DIP

Book Antiqua Regular 12pt:

Tostito's Chips and Dip
tostito's chips and dip
Tostito's Chips and Dip

Book Antiqua Regular 14pt:

Tostito's Chips and Dip
tostito's chips and dip
TOSITO'S CHIPS AND DIP

Avenir Next Regular 12pt:

Tostito's Chips and Dip
tostito's chips and dip
Tostito's Chips and Dip

Avenir Next Regular 14pt:

Tostito's Chips and Dip
tostito's chips and dip
TOSITO'S CHIPS AND DIP

Bodoni Book 72 Regular 15pt:

Tostito's Chips and Dip
tostito's chips and dip
Tostito's Chips and Dip

Bodoni Book 72 Regular 14pt:

Tostito's Chips and Dip
tostito's chips and dip
TOSITO'S CHIPS AND DIP

Color Studies

C: 89
M: 60
Y: 19
K: 3

C: 0
M: 30
Y: 100
K: 0

C: 2
M: 92
Y: 80
K: 0

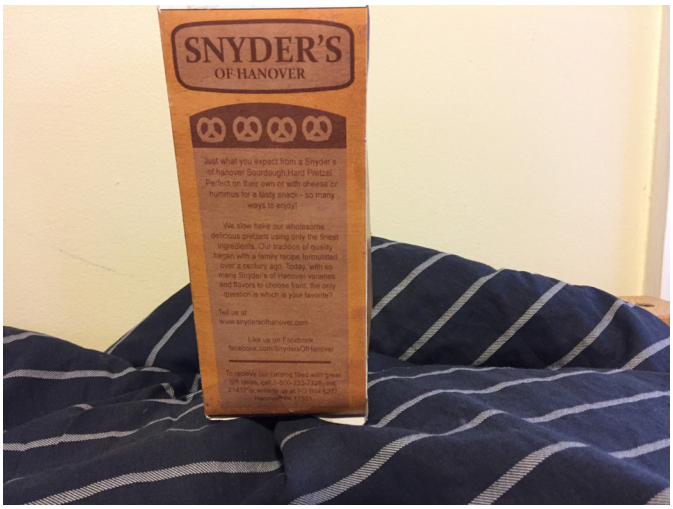
C: 48
M: 100
Y: 7
K: 0

C: 74
M: 0
Y: 91
K: 0

C: 72
M: 44
Y: 100
K: 40

C: 0
M: 69
Y: 96
K: 0

C: 47
M: 0
Y: 54
K: 0

COMPS AND DIELINE

FINAL IMAGES