

Packaging case study

Waitrose Fromage Frais with real fruit pieces

Waitrose asked Hetherington Veal to design an outer cardboard sleeve for a new product - Fromage Frais with real fruit pieces. The outer sleeve contained individual pots in four different flavours.

For our first stage roughs we presented a number of concepts, each interpreting the brief in a slightly different way.

At the first stage presentation, 8 concepts were submitted for discussion. Here is just a selection.

Concept 1 - Dairy abstract

The cool blue, textured wall (reminiscent of a dairy) gave a powerfully contrasting backdrop on which to show the bright, succulent colours of the fruit.

The unusual yet simple diagonal design repeated on the side face, worked well for product recognition when viewed as stacked on shelf.

Concept 2 - Illustrative traditional scene

Illustration was used in this concept to evoke a traditional countryside scene. Overflowing baskets of fruit and dairy herds expressed the natural freshness of the product.

Concept 3 - Dairy tiles

Traditional dairy tiles combined with a rich 'dutch-master' style gave this concept a unique and distinctive feel. Differing colour-ways were also explored.

Concept 4 - Waxed paper

The traditional waxed paper used for wrapping dairy products was the inspiration for this route. The central panel replicated the look and feel of this paper, and a traditional woodcut style print was used for the product details.

Concept 5 - Smooth and luxurious

The airbrushed swash gave a creamy and luxurious feel to this concept and the dark background provided the ideal backdrop for the brightly coloured fruit.

Concept 6 - Quarters and roundel

This pack is divided into four distinct sections to denote the four different flavours available in the pack. This was the clients preferred route and went on to a type development stage.

Finished product

After going through successive stages of fine-tuning, Hetherington Veal then commissioned and art directed the photography for the pack, produced digital artwork and then oversaw the printing process.

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DESIGN CONSULTANTS