

NEW PRODUCT INTRODUCTION

# Brand Development for New Product Launch

## Results

After creating hundreds of designs and evaluating for the best consumer response, the result is a package design that not only stands out on the shelves but also provides a memorable experience for the customer.



### Design Variety

Over 200 retail package designs created



### Customer-focused

Reviewed, researched & evaluated



## COMPANY Johnsonville



## Packaging Design Challenge

Johnsonville Sausage teamed up with BoldtSmith Creative Director Ray Andrew on an exciting new product launch, the Johnsonville Sausage Strips.

## Requirements



Capture the eye in a competitive grocery store setting



Maintain consistency with brand identity

## BoldtSmith Actions

Over two hundred retail package designs were created, reviewed, researched, and evaluated for the best consumer response. Using proprietary methods helped ensure the most successful results upon launch. Due to client confidentiality, we are limited in what we can share about specific data and the processes used to select the final designs.

