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A fresh new Table of Plenty

15 May 2014

Boxer & Co's brief from Table of Plenty muesli was to make its packaging better reflect its values - to look more innovative and creative. The brand needed to increase standout in an aggressively competitive retail shelf space and express its new 'Celebrate Abundance' motto, while adding flavour cues.

Rather than shouting the loudest with use of bold graphics and colours, Boxer & Co. and Table of Plenty decided to create something that held pure aesthetic appeal and made a deeper emotional connection with its consumer.

A 'burst' of abundance was created as a holding shape for the logo. The leafy watercolour graphic changes colour and density across flavour variants. Around the edge, leaves, birds and plants form an outline that evokes nature.

The negative space below the burst device subtly creates a pair of hands, underscoring the idea of nature's bounty.

The leaf window shape recalls the previous pack design. Photography of the contents give taste cues and the selection of hand-written fonts and parchment paper background give a nod to the creativity and independence of the product's makers.

The watercolour from the logo plays-out as a colour blocking background to the sides of pack and houses the health and brand information.



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