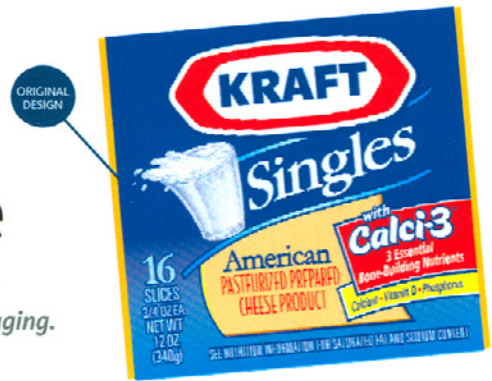


Kraft Refashions Cheese Packages, American Style

Coco Chanel famously said, 'Look in the mirror and take off an accessory before leaving the house.' Kraft used that advice for its new Singles packaging.

By Becky Ebenkamp bebenkamp@brandweek.com



ORIGINAL DESIGN

DESIGN

The idea: When New York agency Spring Design Partners took on the project to redesign Kraft Singles packaging, it wanted to convey a couple of things. “[While] the product is inherently processed—and consumers know that—our challenge was to present Kraft Singles as ‘real.’” said Ron Wong, Spring president/executive creative director. “We wanted to do this in a way that was experiential and emotional, focusing on the reasons people love the brand [such as] the best grilled cheese sandwiches, cheese slices their kids love, the creamy texture and the good taste.” All on a 3.5- by 3.5-inch canvas. Good luck with that!

The research: Consumers were telling Kraft they wanted more variety, flavor, freshness and “real” cheese in the category. The good news was that they trusted the Kraft brand and rated it high for these qualities, while other processed cheeses were seen as fake. So the packaging just needed to focus on the brand’s authenticity cues.

Who will buy it: The main consumer for Kraft Singles is a gatekeeper mom with kids living at home. While the design team aimed “to elevate consumer perceptions of the Kraft Singles brand from mass-produced to fresh, real and contemporary,” according to Wong, it had to keep the end user in mind—modern couldn’t appear as being too MOMA. “I think moms and kids in this aisle are grounded by simpler values,” Wong said. “Their design aesthetics are at a different stage.”

How it was created: Wong said he approaches the design process like one would carefully dismantle a classic car. The team isolated the Kraft logo, the word “Singles,” the color blue and other elements and assigned a value to each in order to determine which should be left behind and which should be built upon. While consumers liked many of the whimsical design explorations they were shown in the testing phase, they responded best to the one that was most similar to the current design. This streamlined version substituted photos of fresh vegetables, milk and bread for once-busy text and colored boxes. The directive was inspired by work Spring did for Kraft’s Salad Dressings line, which used transparent packaging to convey product freshness.



CONCEPT DESIGN 1



CONCEPT DESIGN 2



CONCEPT DESIGN 3



THE FINAL DESIGN

THE FINAL DESIGN

Calm, cool, authentic: Animated, action-oriented milk was replaced with a photo of a glass of the real thing. Busy blocks of text and shapes were swapped for fresh sandwich ingredients. Font sizes were taken down a notch and even Kraft’s logo was reduced to simplify.

PROTOTYPES

I’m so busy, my head is spinning: The original was the victim of successive brand manager tweaks—over time, it had lost a coherent message and looked cluttered. Spring’s idea was to simplify. “A lot of brands go through that journey,” Wong said, relating the look to house add-ons. “You start out as a Ranch style and you become a Tudor.” The agency did about six design explorations, including those above. “We wanted to make the blue a little more transformative,” Wong said. Kraft embraced the sky design—the handwritten typography and airy look gave it a not-too-corporate, contemporary American feel. The smile design was developed to attract kids.