



Properties list:

- information about content
- end-user packaging
- range of products
- update
- pouch
- folding carton
- plastics
- cardboard and paper
- contemporary
- opaque
- identity by pictograms
- identity by typography
- identity by system of colour
- sauces and seasonings

From Honey Site: "Honey's intelligent approach gave us a point of difference and awesome results. Ketan Varu, Founder, Spicentice Consumer Issue How to differentiate a family run range from industrial ranges of meal kits that most supermarkets carry. Insight Everyone does the food shot and fake ethic. They all start to merge into one another. This is about authenticity and the personal touch. The luggage label says it. A shopping list on the back and an easy to follow recipe complete the customer journey, drawing them in and assuring them that they can make it. The Results New branding loved by retailers, wholesalers and consumers, resulting in increased product listings and sales distribution."

Reference: <http://www.spicentice.com/> , <http://www.honey-creative.co.uk/>

Credits:

Country: UK

Other images:

