



Fisher[®]

VISIBLY FRESH

The new Fisher Nut Snack packaging promotes the health conscious, always on the move lifestyle.

Snacking is no longer an activity reserved for kids on playgrounds. Their parents have gotten in on it, too. And for both camps, healthy snacks that can be enjoyed on the go is what they're after. The new Fisher Nut Snack packaging meets those demands and promotes the health conscious, always on the move lifestyle.

BRAND IDENTITY

In order to attract these hungry, fast-moving, thoughtful consumers, the Fisher brand needed refreshing. But not so much that the heritage developed and beloved for decades would be washed away. Damen Jackson updated the brand visuals to meet contemporary aesthetics and standards. This update provided great visibility on the shelf, thus keeping Fisher Snack Nuts top-of-mind.

PACKAGING DESIGN

In addition to being eye-catchingly attractive in store thanks to the stand-up bag structure and vibrant visuals, the re-designed packaging met the needs of the on-the-go snacker. The zipper closure provides easy access to hunger-satisfying snacks while able to keep the rest fresh until hunger strikes again. With freshness in mind, the Fisher Snack Nuts packaging promoted portion control and ease of snacking whether in the car, at the park, in the office or anywhere else.

CONSUMER INSIGHT RESEARCH

Following studies showing that the marketplace demanded healthful snacking options, Damen Jackson provided it with a perfect solution. Fisher Snack Nuts had always been there and now it would be wherever the consumer—snacking health wishers—would be. Additional research showed that purchase interest among Fisher consumers and non-consumers peaked at 90 and 72 percent respectively. And those are numbers to make a mouth water.

