



DAMEN JACKSON



LIVE LIFE UNSHELLED™

Simplified packaging for simplified ingredients led to exciting homemade meals.

Today's consumers have a do-it-yourself approach when it comes to cooking at home. There is pride in the dishes they make and pride in the ingredients that go into those dishes. The more natural the ingredients, the healthier the meal and the worthier of pinning and posting photos of it online it becomes.

Fisher Chef's Natural line of recipe-ready nuts had long been ingredients designed for healthy eating—walnuts in a salad providing a daily dose of ALA Omega-3, almond-crusted chicken wings making a heart-healthy and delicious dish. But chefs need to be inspired, and in order to inspire them at the shelves in the store, Damen Jackson had to figure out what inspired, healthy eating looks like.

CONSUMER RESEARCH

Research showed that an updated and simple look to the packaging inspires clean eating, cooking and baking. Damen Jackson took that to Fisher's brand. Instead of dressing up the packaging, Damen Jackson simplified it and gave the consumer more than just a bag of ingredients. Inventive, heart-smart recipes, complete with prep and cooking times, were added to the packaging. Shopping lists were provided to help navigate the store aisles and better plan the meals. Choice images were

added for excitement and discovery. The consumers had spoken and now the new packaging was going to speak back to them.

PACKAGING DESIGN

Damen Jackson recommended bigger windows, easier-to-read fonts and simplified messaging. The new look reflected what the consumer wanted to see of themselves—slimmed down and tightened up. The updated logo enhances communication that further drives home the no preservatives message and that all nuts are naturally NON GMO. Choice images added excitement and discovery. The clear, defining brand element created by Damen Jackson drives home the message that Fisher Chef's Natural nuts are the ideal ingredients for the ideal meal.

COMMUNICATION STRATEGY

A clean package should have an equally clean informational format. The updated design features a consistent information hierarchy with optimal placement of all branding elements and product information. A package that is easier to read makes it easier to shop and easier to use. Now all that anyone has to do once their Fisher Chef's Naturals are in hand is get cooking.

