

# JUST LIKE HOME



Homemade flavor and straight-from-the-oven freshness are reassured through immediate refrigeration.

*¡Órale!* Biting into a fresh Azteca tortilla certainly seals the deal with consumers—it's obviously way better than a shelf-stable tortilla. The challenge is getting shoppers to bite.

The existing Azteca package design was bland and its freshness story—Azteca's key competitive difference—was confusing. And the rationale for the brand's out-of-the-way home in the refrigerated aisle wasn't exactly an intuitive leap for tortilla buyers.

## RESEARCH

We already understood that Azteca needed to make a stronger visual impression in the refrigerator case. But we needed consumer-based insight to really make an impact.

We conducted pre-design focus groups with mothers who regularly cooked family meals—both Azteca brand-users and non-users. Our respondents tested products, evaluated packaging and told us how they shopped.

Two key issues emerged; first, communicating appetite appeal was critical. And, second, explaining why the product was refrigerated was crucial to understanding Azteca's freshness proposition. Even Azteca users thought the product was simply a tortilla in a different section of the store.

## PACKAGE DESIGN

Our designers preserved the overall architecture of the original package, while making it cleaner and more consistent. We added appetizing suggested use photography, and an illustration to convey freshness and homemade flavor.



A newly-crafted freshness statement was given prominent placement, and new information hierarchy ensured product-specific information was consistently presented across the line.

## **PHOTOGRAPHY**

It's obvious that tortillas—flat, beige and round—are not exactly visually compelling. With the addition of appetizing photography, Azteca tortillas come to deliciously vivid life, showing the possibilities for the product.

The imagery represents a recipe printed on the back of the package. (Tortilla buyers love recipes—another takeaway from the research).

## **ILLUSTRATION**

To support the “*fresh from our ovens*” message, we created an illustration of a woman baking tortillas in a brick oven. The illustration cues the unique homemade flavor of the product and references the proud heritage of this family-owned, Chicago company.

## **COMMUNICATION STRATEGY**

Conveying appetite appeal and differentiating products were a couple of key elements addressed in the packaging communication strategy.

But there remained a larger challenge. In the age of shelf-stable tortillas, Azteca's out-of-the-way, refrigerated location required further explanation to make the brand worthy of extra steps. A new flagship message—*Refrigerated fresh from our ovens to lock in freshness* supported by a *preservative-free* call-out—clearly identified Azteca as a tortilla that stands apart from its competitors.