



## PURE & NATURAL

The only cottage cheese that is only cottage cheese – no additives, no preservatives. Maximum message. Minimum design.

Selling simple can be complicated. Take Daisy Brand cottage cheese. Its ingredients are remarkably simple: skim milk, cream and salt. Its freshness is unassailable. Its taste is smooth and creamy. An easy sell, right? Well, like we said, it's complicated.

The problem? Cottage cheese consumers assume all cottage cheese is the same and turn out to be remarkably loyal to the brands they already use. Our package redesign prompts point-of-sale shoppers to compare their brand against Daisy and see for themselves that Daisy cottage cheese is the superior product. While the new design maintains equity elements—the dairy-cuing white and blue tub, and the red Daisy brand mark—it simplifies an already distinctively clean trade dress to make way for a new front panel call-to-compare that's contained within an intrusive Daisy-like device: *Better Ingredients. That's the Daisy Difference*<sup>®</sup>.

Topped by a new blue lid, the redesigned package is pure Daisy. It gives consumers everything they need to make an informed decision and nothing more or less. You know, simple.

### PACKAGE DESIGN

The Daisy brand package livery is a classic of simplicity and brand meaning management. White, blue and red cue dairy freshness. Graphic minimalism evokes fresh and natural. This Daisy trade dress was leveraged in the new design to accommodate a new communication device that prompts comparison: *Better Ingredients. That's the Daisy Difference*<sup>®</sup>.



## **DESIGN RESEARCH**

What pairing of words and graphics would get hurried shoppers to stop at the shelf and compare brands' ingredients. Great learning in a commoditized category.

## **COPYWRITING**

Shoppers told us they don't like bossy brands. Crafting a message that was a call to compare with what wasn't there without being too direct and overbearing, that was the important balance.