

KEEP IT SIMPLE

KitchenAid

Less is more visually, but consistency and differentiation are critical when products look similar.

Talk about lost in translation. KitchenAid’s European-designed minimalist “Architect Series” packaging was a big hit with product-focused Europeans. But American shoppers—more interested in features and benefits—found the design cold, confusing and almost perversely uninformative.

PACKAGE DESIGN

Our package redesign introduces more color, adds product information callouts and—perhaps most importantly—provides a standardized format for key product information, helping shoppers make informed comparison and buying decisions.



This packaging communication format proved so successful, KitchenAid utilized the communication matrix system we developed across all of its small appliance lines.



MARKET AUDIT

We visited a range of stores stocking KitchenAid Architect Series and competitors, evaluating how tabletop appliances are stocked, displayed and shopped. We studied packaging communication architectures of competitive brands and identified the best communicators. These formed our competitive set as we proceeded through the design process.

INFORMATION HIERARCHY

The system is centered around the three-to-four critical product features that need to be on the primary panel for consumers to effectively comparison shop and make in-store purchase decisions. We also created a copy format and wrote all package copy for the Architect Series front panels.



COMMUNICATION MATRIX

To develop an effective information hierarchy, we first had to map out the relevant information for each product and create a consistent communication matrix. Within the matrix, we identified those key features for each product that would appear on the front panel—including the primary selling feature. We then created a packaging standard guide, which KitchenAid used to roll out the new system to over 200 skus.