



**MYSTERY**

CONSUMER BRAND CASE STUDY

# A scrummy brief

How our packaging design saves money

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*'The design is fun but it is also has a serious marketing role to play encouraging shoppers to try these unfamiliar products for the first time. '*

If you want to increase your product sales with a fresh packaging approach, or you have any other branding or design requirements then do please get in touch with [design@mystery.co.uk](mailto:design@mystery.co.uk) or call Dan on 020 7456 7833

Sometimes a client gives us a design brief that really gets the creative juices flowing. This certainly happened when The English Cheesecake Company visited our studio and presented us with a tray of utterly delicious premium cheesecakes and other luxury desserts.

The brief was clear and simple, 'please design some packaging that makes these desserts look irresistibly yummy'

So that is what we did...

The client loved this series of designs because they are visually distinctive and they attract shoppers to pick them up to look at more closely. The gorgeous colour palette used, gives the brand a coherent feel and conveys the scrumminess of the different flavours. The hand-drawn swirling graphic is redolent of the hand-made process that is used to produce the deserts and the cheeky tag-lines which we conceived have a naughty, seductive English tone of voice.

The design is fun but it is also has a serious role to play as our client did not have a marketing budget and needed to save money, relying on the visual appeal to get shoppers to try the product the very first time. After that, the quality of the product ensures that customers buy these delicious desserts time and time again.

