

## **Before: Sainsbury's Kids by Doug S.**

Think about food at mid-decade, and what comes to mind? Probably words such as fresh, healthier, organic, locally-sourced and the like.

So, when Sainsbury's line of children's food products didn't deliver on the public's nutritional expectations, the mid-market British supermarket decided in 2005 that it was time to hatch a new brand. It was careful, however, not to set the bar too high. "Sainsbury's wanted a food brand," according to Tamara Williams, "that children ages 5 to 8 would eat and enjoy and that mum could feel good about."

Williams, Creative Planner at Parker Williams Design, first created a brand mantra—"Clean plates, clean conscience." Then the design team showed six sets of mood boards to focus groups.

What registered the strongest was the board that illustrated creativity—the kind a kid might demonstrate in posting a KEEP OUT sign on their bedroom door. So did the board that used clear, direct honesty as a route—such as Eat a portion of such-and-such and give yourself five more minutes of energy to play football.

The new packaging zeroed in on these key values when it was launched in 2006. The palette for the background, for example, is yellow (happy and positive) and green (healthy)—slightly mottled and out of focus, contrasting with the sharply-focused image of the product positioned prominently in the child's facial structure. (For example, a little girl

## **After: Sainsbury's Kids by Eve**

When the mid-market U.K.-based supermarket chain Sainsbury's decided to create a kid-friendly food brand in 2005, they turned to Parker Williams Design out of London. "Sainsbury's wanted a food brand that children ages five to eight would eat and enjoy and that mum could feel good about," says Tamara Williams, creative planner at Parker Williams.

Williams began by creating a brand mantra: "Clean plates, clean conscience." Then, the design team worked with a focus group and "mood boards" to determine what attributes each sample theme conveyed. The board that resonated the strongest with the focus group illustrated creativity—the kind kids might demonstrate in posting KEEP OUT signs on their bedroom doors. Clear, direct honesty also fared well—for example, "Eat a portion of [product] and give yourself five more minutes of energy to play football" garnered a positive response from the focus group.

The new packaging zeroed in on these key values when Sainsbury's launched its Sainsbury's Kids line in 2006. The palette for the background is yellow, signifying happiness and a positive image, and green, suggestive of health. Williams blurred the green slightly, throwing it out of focus to contrast with the clear image of the product and the child pictured on the package. The play of various contrasts worked well; the children pictured on the new packaging—often depicted holding a particular food right before their noses—move slightly out of focus, and their short hair didn't distract from the copy

holds a cherry tomato over the end of her nose.)

The children pictured on the new packaging are also a little out of focus. And, it was discovered that shorter hair didn't interfere with the copy on the package.

The lowercase "kids" is loosely based on Cocon regular in a reversed white with a slight ochre shadow cast. The upward stroke of the "i" (dotted with a playfully drawn Smiley Face) and the "k" were shortened to nest better underneath "Sainsbury's." All other text is Interstate, Sainsbury's corporate font.

The new packaging incorporates Sainsbury's standardized nutritional data and a green apple logo. The latter is a brand tie-in to the supermarket's *be good to yourself* products, with lower fat, fewer calories and less salt.

Subtle? Maybe. But there's nothing subtle about getting your 5-year-old to eat their carrots.

on the package.

The lowercase *kids* is loosely based on Cocon Regular, in a reversed white with a slight ochre drop shadow. The *i*—which features a hand-drawn smiley face for the dot—and the ascender of the *k* were shortened to align better beneath *Sainsbury's*. The rest of the text is in Interstate, Sainsbury's corporate font.

The new packaging incorporates Sainsbury's standardized nutritional data and a heart-shaped green apple logo. The latter ties in to the supermarket's *be good to yourself* products, which feature lower fat, fewer calories and less salt.

Despite the consistent theme of the branding, the logos work on all kinds of products throughout the Sainsbury's Kids line, encouraging them to follow Sainsbury's slogan, "Try something new today." Parker Williams says that their packaging "appeals to kids because every one of them is different."