



Positive Pester Power

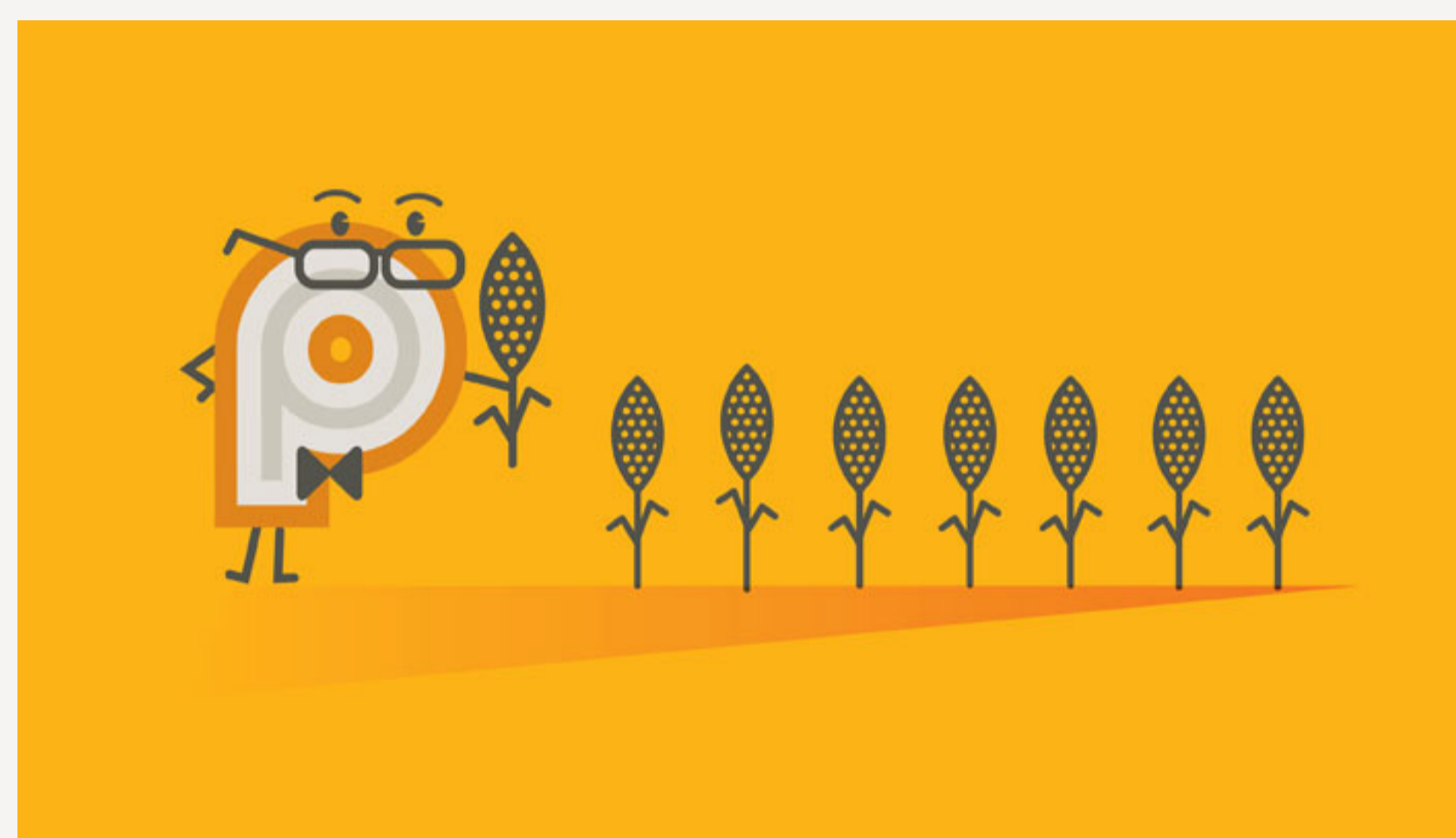
Peter Popples 2014

The popcorn market was saturated, or so it seemed -big and small players entering this snack arena on a daily basis. So how could we possibly help another contestant?

The gap became clear -keep 'Mums in mind' but appeal to kids with a strong, friendly and slightly eccentric, retro character called Peter Popples who inhabits a world of science experiments around popping corn.

Initially sold in cellophane bags with applied labels on market stalls, the brand gained strong traction with retailers across the UK and saw us re-address the packaging for flow-wrap and even greater shelf impact, leading to a 30% increase in sales.

- Brand strategy
- Naming
- Identity creation
- Website design
- Copywriting Packaging
- POS
- Exhibition design
- Brand stewardship



Results

As well as delis and local stores, PPP has gained Whistlestop Food and Wine as a national account – the perfect popcorn placement!

Awards

Creative Excellence finalist 2011
FAB Awards



It's popalicious!™

