



Bags of Attitude

TruVibe Organics
Brand creation 2014

The TruVibe brand is focused on conscious eating; creating positive energy and building vibrant mind, body and spiritual health.

For this new to market brand, the key challenge to success was finding a standout visual and verbal language, one that that could cut across a shelf packed with functionally focused and worthy looking competitors.

The idea emerged to create a series of 'calls to action' that shouted positivity without being preachy.

Having an element of humour and fun was very important; the final range line up features packs bearing messages such as 'Art is Life', 'Do it Now', 'Spread Kindness' and 'Live your Dreams'.

Visual Identity
Packaging design
Copywriting
Art Direction



Awards

Bronze Pentaward
Winner 2014

Expo West 2014
Best Packaging of
Natural Products



TruVibe Experience Life™ is a brand committed to

**POSITIVE ENERGY,
TRUE VIBRANT HEALTH,**

and Superfood that loves you back.



Results:

In 24 Months since brand launch:

One of Amazon's top selling product ranges in superfoods

The brand is now listed in 1000+ Kroger Stores and other major health store chains including Wholefoods and Sprouts across the United States, primarily thanks to the stand out packaging.