



Welcome to the Mission Deli

Mission Brand revitalization 2014

The new pack design brief was initially instigated to drive a new proprietary 'Super Soft' recipe benefit.

The design of this communication was purposefully elevated to a branded asset, rather than an arbitrary pack-flash. The new packaging also feels soft to the touch with a matt finish, increasing premium cues.

Known previously as deli wraps, the range has now been firmly harnessed under the simplified banner of 'Deli' to help increase recall, impact and quality food cues. The pack's architecture and varianting has been enhanced, created by introducing an eye-catching centrally focused 'bell-tower', along with more appetising visualisations of serving suggestions on front of pack.

The global brand's family-founded roots have been brought to life with enhanced back of pack copywriting too.

- Refining the Brand story
- Range architecture
- Pack architecture
- Packaging design
- Art direction
- Copywriting



Results

June- Sept 2014: Shopper loyalty has seen significant (over 6%) increase according to a recent Kantar World Panel.

Brand health, on all key measures is also positive, notably with regard to affinity and top brand consideration. Source: Millward Brown

