



Nothing not to love

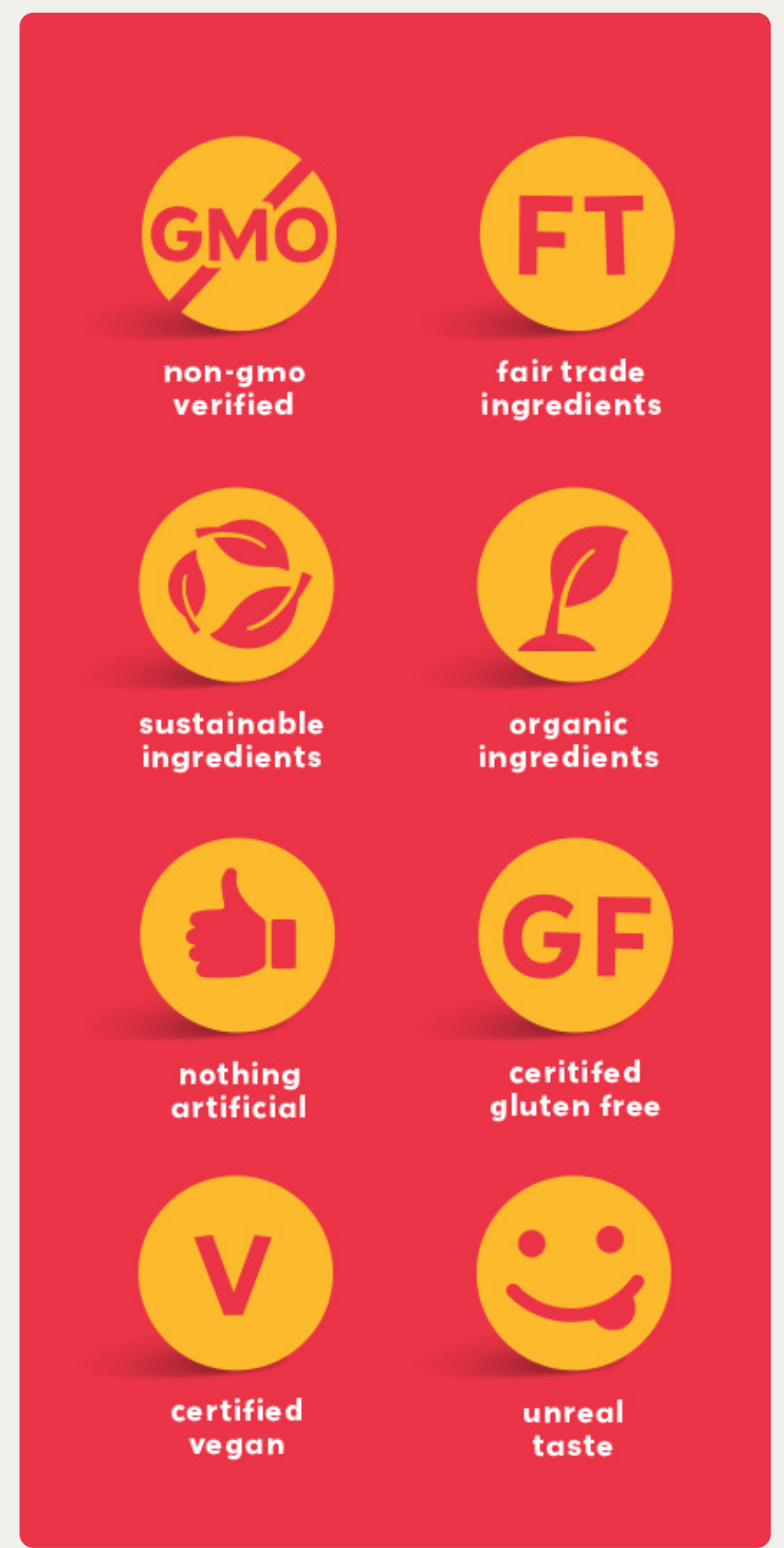
Unreal brand revitalisation

UNREAL is a mission-based food company aiming to reimagine America's most loved snacks.

We have been helping the Boston-based company strengthen their brand impact on shelf and launch a whole new website, packed with all-positive messaging rallying for 'good'.

The brand was created by two brothers when their parents told them to figure out why they had thrown their Halloween candy haul. What the boys then discovered about the additives, artificial ingredients and sugar in their haul shocked them.

UNREAL only uses 'real' non-GMO (organic where possible) ingredients, with no artificial flavourings or additives. Ethics are a key factor - fair trade and sustainability are very high on their agenda. The triple whammy is that the products taste really good too; people seem to love them as much as the mainstream 'corporate' competitors.



Packaging Design
Website Design
Point of Sale
Exhibition Design

UnReal is available nationwide US including Whole Foods, Target and Kroger.

