What drives us at Perspective?

Seductive packaging that sells.
How we ensure success in market

The most commercially successful brands in the world are V.V.M. We use this as a measure to look at existing packaging, competitive designs and measure the new work we create. If we do not feel that our work is V.V.M. then it doesn’t meet our quality standards and will not be released.

Visible
Stand out from the competition and have stopping power.

Visceral
Create a positive emotional reaction with consumers resulting in a preference.

Memorable
Pass the memory sketch test? “it’s the one with the ...”
Creating lasting brands in CPG

We believe that the most enduring brands in retail have the following 3 key elements working together. It doesn’t matter the structural form, the graphics still need these 3 components to successfully deliver all the brand attributes.

**Powerful Brand Identity**
Visually captures the unique core essence of the brand strategy. Connects the heart of the brand to the consumers in a MEMORABLE way.

**Background**
Pushes and pulls the products together and apart. Color and textures can be used to create VISIBLE brand blocks and often product differentiation.

**Food experience**
Viscerally expresses the food experience. The visual should express the unique part of the product experience, and emotionally engaging senses to crave the product.
Our core competencies

Below are our core competencies that we have in-house. For anything else, we hire an expert in that specific field. We will use an external firm to build the websites that we design.

**Strategy**
- Category audit & analysis
- Brand/product positioning
- Concept writing
- Naming

**Design**
- Packaging
- Brand identity
- Look & feel systems
- Concept visualization
- Promotional graphics
- Structural concepts
- In-store graphics
- Website design

**Research**
- Design guidance
- Positioning
- Brand equity
- Category analysis
About us


Whilst focused on the US market, Simon brings a unique global perspective to all his projects blending strategy with design to create powerful products and brands for: Pepsico, Kraft, Danone, United Bisuits, Suchard, Milka, Nestlé, Pepsico, Knorr, Mike’s Hard Lemonade, Mission Foods, Wise Snacks, Whitewave Foods, Sugar Foods and Dymatize Nutricion.

We bring big agency, world class thinking, with a nimble challenger mentality.

We are specialists in snack food and beverages. Our work always drives sales.

We live in the heartland of innovation and soak up its’ riches every day, influencing our lives and work.
Portfolio
Deliverables

- New brand identity design
- Packaging design
- Caddy design
- Shipping carton
- Trade show dress
- Sales sheets
- Business Cards

The new packaging from Perspective was instrumental in securing two additional facings and an endcap display at Whole Foods.

Wes King, Founder, Tahoe Trail Bar
Cucina & Amore
Healthy food never tasted so good

Deliverables
- Brand architecture
- Packaging design
- Core look and feel
- Character creation
Lay’s Potato Chips
A natural progression

Deliverables

- Global brand identity and packaging
- Brand architecture
- Brand look and feel
- Global brand guidelines

Packaging drove double digit sales growth for the brand.
SVP Marketing, Pepsico Global

1996 2000 2003

2006 to present
UDF Homemade Ice Cream
Made for generations

Deliverables
- New brand identity design
- Packaging design
- Print and TV ad
- In store graphics
- Delivery trucks
- Website
International Delight
Awakening the brand’s personality

Deliverables
- Brand positioning
- Research (positioning and design)
- Brand identity design
- Brand architecture
- Package design
- Sub-brand refresh
- Structure

You know when you have created something special, when the market leader is forced to change their packaging because of yours!

SVP Marketing, WhiteWave Foods
Mikes Hard Lemonade
Building an adventurous look

Deliverables
- Positioning
- Brand identity design
- Brand architecture
- Packaging design
- Structure
- New product development

The quality of the work has consistently proven itself both in research as well as driving in-market performance, with our Mike’s redesign seeing a 26% increase in sales over the past year.

Head of Strategy/Brand Innovation - Mark Anthony Brands
Quaker Oats
Putting the hero at the center of the brand

Deliverables
- Brand architecture
- Brand Identity refresh
- Sub-brand redesign

Before

After
Mission Foods
Building a family over time

Deliverables
- Packaging design
- Appetite appeal
- Packaging architecture
TGIF cocktails
Class in a glass

Deliverables
- Packaging structure
- Fresh new packaging line up
- Portfolio architecture
Jakes Lemonade
Getting a small brand going

Deliverables
- Brand Identity
- Packaging
- Copywriting
Fresh Gourmet
Refreshing the system to build meaningful relevance

Deliverables
- Packaging architecture
- Appetite appeal
- Packaging refresh
- Portfolio strategy
Bonafont Kids
Putting the character back in Danone’s brand

Deliverables

- Brand architecture
- Packaging design
- Core look and feel
- Character creation
Cheetos global redesign
Contemporizing a global snack

Deliverables
- Brand identity refresh
- Packaging design
- Character development
- Global implementation
- Brand guidelines
Rockaleta
Putting a new face on Mexico’s #1 candy

Deliverables
- Brand identity refresh
- Packaging design
- Character development
- Global implementation
- Brand guidelines
Pursuit RX
Eyes on the natural channel

Deliverables
- Packaging structure
- Fresh new packaging line up
- Portfolio architecture
Bare Snacks
Extending the system for the product aisle

Deliverables
- Product line extension
- NPD (not in market yet)
Be Visible
Be Visceral
Be Memorable

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