

American grilling meets Danish smoke.

The backyard BBQ is a fixture in almost every U.S. home. Everyone has their own way of grilling meats and veggies. Some chefs prefer gas; yet others enjoy the flavor of Mesquite. But an increasing number opt for the savory flavors of the smoker.

What if you could combine the best of both—grill and smoke at the same time? Made in Denmark, our client's trays contain a mix of beech-wood dust and spices. When heated, the tray emits flavored smoke. But packaging that sold in Denmark did not sell here. The product line had to be re-made for the States.



Before

The challenge to the team at MOI (Mark Oliver, Inc.) was to create packaging that was appropriate to the target consumer: males 25-55, who dominate the grilling demographic. The product line had to show flavor components, and work in modular display configurations.

In strategizing the makeover, we proposed using a sleeve instead of a label. This provided the product with a "billboard." A logo was designed to indicate product use. Iconic graphics conveyed product qualities, and windows showed the mixes. Modular POS structures enabled the line to fit into the deli section of grocery stores as well as hardware store grilling departments.

Positioned with the statements: "Fast & easy grilling for gas or charcoal grills" and "Gourmet smoke for any dish," the products arrived stateside in time for the peak-grilling season.

To see more photos of this project, and others, please visit www.markoliverinc.com

