

# BRANDPACKAGING®

P A C K A G I N G T H A T S E L L S

## SHH ... AND YOU JUST MIGHT BE HEARD

*In the sea of "disruptive" strategies, there is hope for the quiet leader.*

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Or less-publicized examples such as Wolfgang Puck frozen pizzas, Feridies nuts, Tazo tea and Izze beverages. Through sheer simplicity, these brands are getting noticed.

Interestingly, private label players seem to understand this idea more than their branded counterparts. Check out OfficeMax paper; Target's Archer Farms brand; or Meijer grocery products.



*Simplicity begins with Izze's positioning: pure fruit juice and sparkling water. Simple package design and communication works to support that.*