



HARPER HOUSE
Your Marketing Partner

CASE STUDY

We are a Creative Marketing Agency that provides our clients the advantage of integrating multiple services under one roof to streamline the process, speed up the cycle time and increase the quality of their product.

Turn-key Solutions included:

- packaging concept, design & copywriting
- photography, styling & retouching
- illustration
- recipe concept & development
- production & premedia



Finished packaging design



illustrated usage instructions



in-box recipes & temperature times

Styled food photography



www.harperhouse.com

NASH FINCH - Private Label Packaging

CHALLENGE:

Nash Finch approached us to help them design their packaging for a new product line. Our creative needed to be more appealing than the competition on the shelf and needed to extend across other product lines in their private label brand. A mandatory criteria was to include the product in a natural food preparation setting, as well as an appetizing beauty shot that persuaded the audience to make a purchase.



SOLUTION:

Because of a tight turn around, we provided remote art direction on all photography, concept design for multiple lines, and create in-box instructions that included recipe development, illustrations to demonstrate usage instructions and copywriting. By taking advantage of all our integrated services under one roof, Nash Finch saved marketing dollars, hit their tight launch date and elevated the brand presence with an updated, fresh new look that stood to challenge their competition.

RESULTS:

- **Creative Packaging & Insert Design**, including an illustrated instruction sheet for usage gave the product the advantage when stacked among competitor product. A color system was created to maintain brand consistency within this family of products.
- **Digital Photography & Retouching** helped to capture the ingredients in the most enticing way. By using our stylized photography, we encouraged users that they could also prepare food that looked this appetizing while keeping the product the primary focus.
- **Remote Art Direction** (Virtual Photo Shoot) kept the project moving by meeting client expectations of delivery. This piece-of-mind gave them the flexibility and convenience of approving photography without the added expense of travel or time.
- **Illustrated In-Box Directions** gave the insert a stylized feel that was easy to read and follow and offered recipes to the end-user.
- **Copywriting** gave flavor to the development of nine recipes, each detailed with easy-to-follow instructions to create a culinary masterpiece that was conceived and tested in-house.
- **Color Management, Production & Premedia** ensured Nash Finch's brand consistency and quality was maintained across all line extensions.
- By delivering **turn-key solutions** under one roof and the technology to bring the client to the studio, Harper House met an accelerated product launch by identifying and streamlining efficiencies, and maintaining a proven process for Nash Finch to succeed in achieving their objective.