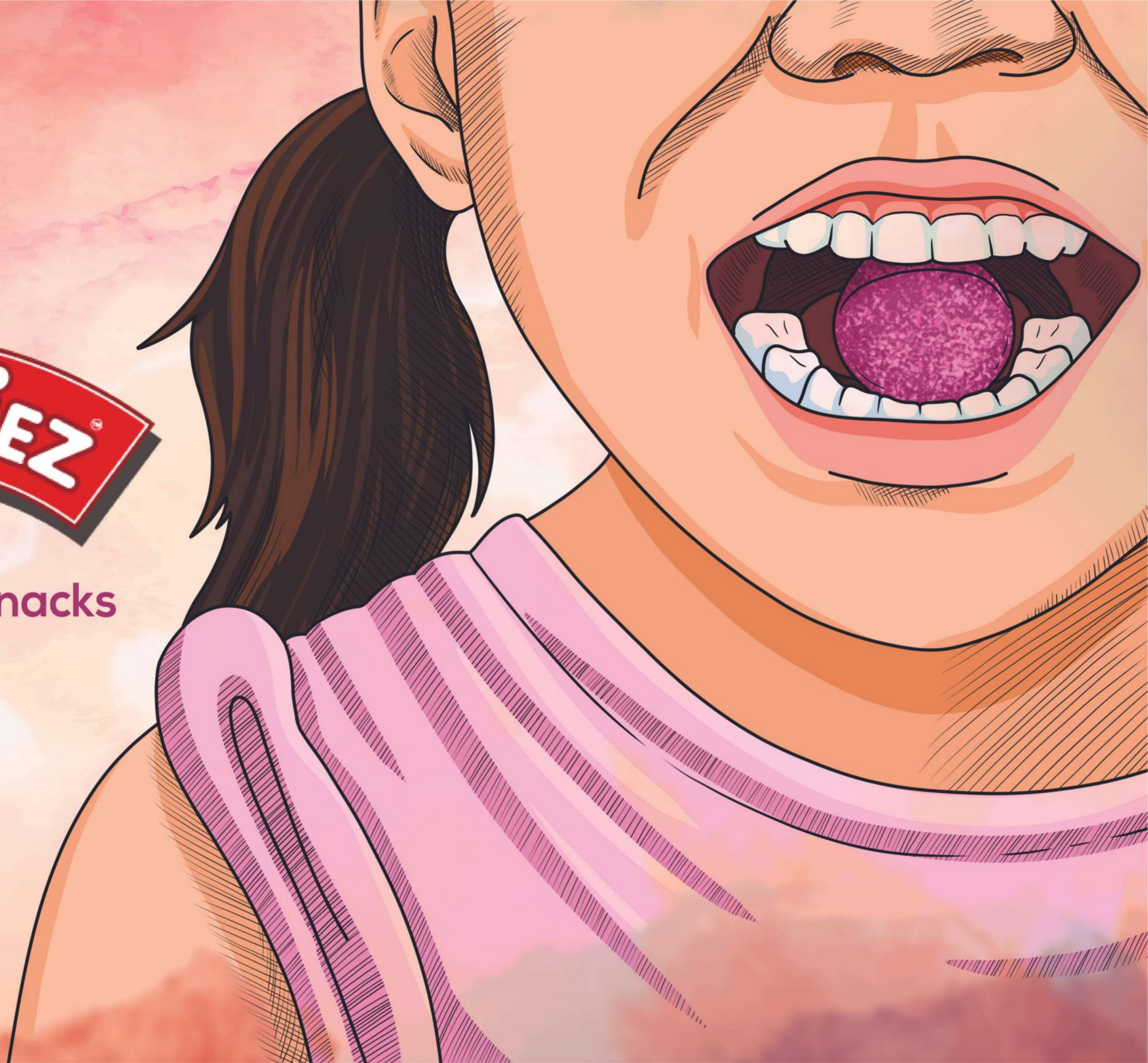


Godrej



Lip-smacking Snacks





Frozen snack brand **YUMMIEZ** had more than a cluttered category to contend with. They were competing with all the fresh, delicious, bite-sized indulgences that are readily available today.



When we raided the refrigerators of consumers we found one common theme. Snacking is an opportunity to inject a quick fix of variety and excitement into the day. To stay in the running, Yummiez needed to deliver more.

More flavours	More formats	More irresistible moments
 <p data-bbox="674 416 888 472">Umami</p>		
 <p data-bbox="674 703 878 758">Sweet</p>		
 <p data-bbox="674 989 836 1044">Salty</p>		
 <p data-bbox="674 1275 827 1330">Sour</p>		
 <p data-bbox="674 1561 836 1616">Spicy</p>		

Yummiez needed to get people drooling with the promise of an explosive multi-sensorial experience.

Yummiez Brand Driver Platform

Why we exist (role of the brand)

To never stop creating multi-sensorial food experiences that people crave

The 'more' mindset (distinguishing beliefs)

Food must engage all your senses, and satisfy not only your stomach, but your soul

In constantly bringing variety and innovative new flavours to people's plates and palates

Every occasion in our consumer's day is an opportunity to deliver more joy

In providing convenient food that transforms instantly so that 'yummi!' moments are always within reach

Behaviours

Uncompromising | Inventive | Transformative



So our design did just that. The clutter-breaking new pack design tells the story of ingredients transforming into tantalizing treats. The rich flavour cues combine with a literal product 'burst' to highlight the tantalizing goodness that waits inside the pack.



The colour-coded packs also make it extremely intuitive for consumers to distinguish vegetarian treats from non-vegetarian ones, as well as identify their special cold-cuts range.



Expertise



With the seal of Tyson Expertise on the pack, they are also assured of the best international standards of quality.



As over 35 new SKUs roll out pan-India the sheer number of options that the consumer can choose from has never been more apparent.



mmm, mmmore!