



SHMOO MILKSHAKE DRUMS

A new, creative package for a powdered beverage brand that capitalizes on label space and presents a more vibrant, eye-catching product.



MESSAGE TARGET: COMPANIES THAT WANT TO REFRESH THEIR BRAND AND MAXIMIZE GRAPHIC APPEAL

CUSTOMER STRATEGY



CUSTOMER IMPACT

As a confectionary brand targeted towards families and a younger demographic, Shmoo wanted to liven up its bulky, plastic tubs to better reach its youthful customers. With little room for graphics on the current packaging, Shmoo looked for an alternative with more label space and the potential for a more attractive design.

Sonoco's paperboard container gave Dinkum Products' Schmoo brand both the flexibility to design a vibrant, colorful label and the opportunity to display 360-degree graphics—a much larger platform than before. Additionally, Dinkum was able to choose from various options to make the closure feature—the plastic lid—an intelligent part of the design. In this case, it was color coded to indicate milkshake flavor, which further brightened the package and added a layer of convenience for the consumer.

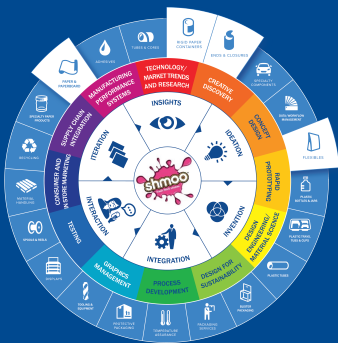
INSIGHTS



Research from Sonoco indicates that confectionary brands' pack design is incredibly important, as the time spent considering options in this category is relatively small. Bright colors and novel shapes help attract shoppers quickly. Visual and other sensory cues engage the consumer and elevate the play factor of the product.

Because of these trends, confectionary brands like Shmoo dedicate substantial effort to shelf presence, constantly innovating their packages. By carefully analyzing the customer's marketing platform and market insight, Sonoco designed a creative, colorful label that was not only visually appealing to the young target audience, but also presented a 360-degree billboard effect, maximizing recognition. Its color-coded, resealable plastic cap helped busy consumers quickly pick out the right milkshake flavor, pairing visual playfulness with convenience.

360° CUSTOMIZED SOLUTION



The redesigned package reinvigorated Shmoo's shelf appeal and ushered in strong sales as a result of the relaunch. Using our collaborative innovation process, we delivered a bright, colorful package with color-coded lids that is easily recognizable and more intuitive.

Sonoco and Dinkum Products worked together to create an innovative packaging solution that better presented the brand's positive image. Sonoco has systemized our innovation process, ensuring that each project we contribute to ends with a similar creative solution. Contact us today and begin leveraging our full suite of service offerings and design capabilities on a customized package that captures your customers' attention with maximized graphic appeal.

KEYWORDS: GRAPHIC, BRANDING, REFRESH, DIFFERENTIATION, PAPERBOARD, 360 DEGREE IMPACT

