



Bringing Back Fresh

OVERVIEW

Sunsweet is a cooperative of California growers which owns 80% of the world prune market, and has been selling dried fruit since 1917. McLean was tasked with modernizing their packaging system, and establishing a new global trade-dress in order to grow the next generation of prune users and revitalize the value of the brand.

CHALLENGE

The hardest part of selling prunes may be the stigma that surrounds them, and their typically older, change-averse consumer base. It's also never easy to hold on to a number one spot for so many years. While their supremacy is absolute, dried fruit is in many ways just a commodity, and is always under threat from store brands and foreign suppliers.

Therefore, staying relevant and protecting against price erosion is paramount. Remaking grandma's brand to attract younger consumers without alienating their loyal users, could test the limits of brand stretch.

INSIGHTS

Being a long-established brand is both a blessing and a curse. In the iPhone age, yesterday's products are often yesterday's news.

That said, in this new world where consumers are actively seeking healthy, naturally powerful foods, prunes are - and have always been - the ultimate functional food. While other brands may sell snake oil with promises of some kind of results... someday... prunes deliver, undeniably.



Below before. After above.



We can use that “stigma” to imbed ourselves into healthy living... no need to educate a new generation, just sell feeling good via delicious natural foods.

New product innovations will help broaden the appeal of the brand to a younger consumer looking for healthy and healthful snacking choices.

SOLUTION

By stripping away the old style ribbons and clunky graphic architecture, we allow the packages to become lighter and more contemporary. No more artificial illustrations or harsh objects, just beautifully appetizing, natural light photography set against a softer but still powerfully yellow trade dress.

Applying this new look artfully and consistently across every touch-point from in-store communications to marketing messaging and international campaigns, we create a powerfully familiar, modern global platform. This new integrated, image-conscious global look and feel helps maintain existing loyalties while connecting with younger consumers, allows new product innovations to be part of the core product line, and provides a platform on which to build a powerful brand promise:

Sunsweet - The Feel Good Fruit.

RESULTS

Following the new platform roll out, Sunsweet has succeeded in leveraging their ad spend to better connect their messaging to their products at shelf, and to promoting new products as part of the growing Sunsweet family.

The newly designed “The Feel Good Fruit” television spots, on-line campaigns, and FSIs generated a 20% lift, while the juice business has seen double digit growth for five consecutive years.

The core prune business, over the same five years, has continued to thrive even with a drastically reduced support program, which typically would have caused a steep decline in sales.

Innovation projects collectively now constitute greater than 16% of total sales, and accomplish broader brand appeal overall, contributing increased footprint at shelf, and have effectively attracted that elusive younger, health-seeking consumer, lowering their total brand demographic averages by a meaningful amount.

