

CLIENT: OCEAN SPRAY
PROJECT: PACKAGING

CASE STUDY



CHALLENGE

With the introduction of their new product, Crunchy Cranberry, Ocean Spray needed a way to effectively distribute product samples to their sales organization. The solution had to be ship-ready, and relay the versatility of Crunchy Cranberry and its integration into various food types (cereal, snacking, confection etc.).

CFS received the Crunchy Cranberry sample kits from an Ocean Spray vendor located in the UK. Many of the pouches had popped open in transit due to in-flight air pressure, and were rendered unusable.

CFS had to come up with a two-fold solution. First, package the samples in a way that was visually appealing; and second, secure the product to withstand air travel.

SOLUTION

CFS established a custom solution. First, our team inspected all of the products received. Damaged goods were discarded/recycled, and the remaining samples were placed in bubble bags that could withstand pressure fluctuations in-transit. Using this new bubble bag, CFS designed a 4-color branded custom box to display the crunch kits in a visually appealing way.

RESULTS

The Crunchy Cranberry Kits were successfully delivered to Sales Reps in the US and abroad, with almost no damage incidents reported. The compact packaging and visually appealing design were well received by the Sales Organization and made for a smooth pitch!

"I've been working with CFS for almost 5 years now and they are always willing to go out of their way to satisfy our needs. They are such a great team to work with, and we truly value their partnership!" ~ Senior Marketing Specialist, Ocean Spray Cranberries

