

JACOBS FEELING GOOD

To reassert its power as the category leader, Jacob's visualized health and nutrition on package to communicate its "feel good" promise more effectively.

WHAT WE DID

Category Audit

Upgrade Total Brand Identity:

Danone logo Treatment and Integration

Jacob's Biscuits' logo

Visual Language & Hierarchy

Package Range Redesign

Product Photography & Retouching



Jacob's updated package design revitalized its brand identity by highlighting its "Feel Good" promise.

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CHALLENGE

Jacob's Biscuits were well-loved among mature customers in Southeast Asia. To expand to a younger audience, Jacob's needed to revitalize positioning, packaging and logo designs, while at the same time taking care not to alienate core customers with the new look and feel of this trusted household brand. In addition, Jacob's "Feel Good" brand promise telegraphed essential nutrition information important to consumers seeking a well-balanced diet. This promise needed to carry over to all elements of the brand.

SOLUTION

Jacob's strong equity was built on three core packaging elements: a familiar logo, a detailed wheat sheath graphic, and a muted color palette of blues and yellows. These elements inspired a more contemporary version that features an energetic, sunny yellow paired with the original blue color palette, a more modern typographic style, and an interpretive rendering of the wheat sheath. We condensed the "Feel Good" promise from a type-heavy ingredients list to a heart-shaped icon with bold graphics providing a quick read of nutrient contents.

