

REDDI-WIP UNLEASHING THE “WOW”

When Reddi-wip was ready to whip up more sales, we redesigned its packaging to take the brand from strictly special occasions to everyday fun.

WHAT WE DID

Brand Repositioning
Brand Identity
Package Design



Before



New imagery invited consumers to experience Reddi-wip as an everyday product rather than just for special occasions.

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CHALLENGE

After six years in the same package, Reddi-wip needed something new. The existing look reinforced consumer perceptions that Reddi-wip was a product to save for special occasions. To maximize sales potential, Reddi-wip required a package that would convert special occasion purchasers into everyday users. And to do that, the successful design would need to dial up the fun, which is how we got involved.

SOLUTION

Our redesign enhanced shelf “pop” with contemporary graphics that visually express the fun of serving Reddi-wip. We incorporated photography of food and drink items consumers were already enjoying every day—each made more special, appetizing and fun with the addition of Reddi-wip. With this new message successfully conveyed, consumers are now ready to experience the Reddi-wip brand as an everyday product that “unleashes the wow.”



We explored preliminary concepts to dial up the fun!