

NESTLÉ TURTLES BREAKING THROUGH IN-STORE CLUTTER

Transforming from traditional tray candy to “gift” packaging proved a successful move for Nestlé.

WHAT WE DID

Category Audit

Industrial Design



Snap lids and a gift design took Turtles to a premium level.



The package pops out for easier sharing.

NESTLÉ TURTLES

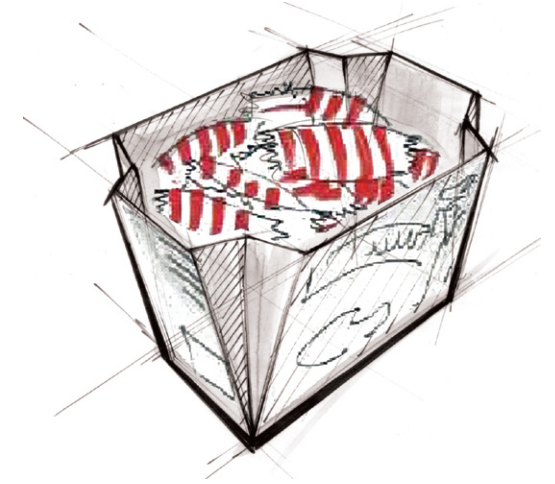
BREAKING THROUGH IN-STORE CLUTTER

CHALLENGE

Nestlé Turtles, the beloved chocolate clusters, suffered from dated imagery and a lack of shelf presence. Packaging was typical of category competition: a segmented tray and flat box—just like the “samplers” grandma used to serve.

SOLUTION

We worked with Nestlé to achieve a category transformation in form and function while enhancing the eating experience. We developed both “giftable” and “everyday” paperboard containers that offer loose-filled, individually wrapped Turtles, which are visible through a brand-integrated, die-cut window. Both feature faceted corners and a snap-fit lid, but when the “everyday” container’s lid is removed, opposing sides lean outward for convenient sharing.



Individually wrapped turtles bring freshness and help encourage gift-giving purchases.