

V8 SOUPS A TOP BEVERAGE BRAND BREAKS THE MOLD

We helped longstanding veggie juice leader V-8 to expand its promise of delivering a full serving of vegetables in a new way: through soups.

WHAT WE DID

Package Design
Visual Positioning



The final package design clearly communicates freshness and healthy taste appeal.

V8 SOUPS

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CHALLENGE

V-8 is one of America’s best-known beverage brands. Its position of providing healthy nutrition as a drink is well known and understood by consumers. But the challenge for the brand was to break the mold and stretch beyond the beverage aisle with a potent launch into the soup category.

SOLUTION

Today’s consumers are more health conscious than ever before. And they are seeking new alternatives that are presented in a positive, nutritional way that support their desire for health and wellness. Who then is better equipped than V-8 to speak to them?

We leveraged the healthy halo of V-8 by showcasing the product in an own-able green. The familiar V-8 vegetables are locked-up with the brandmark; clearly redefining the “all-vegetable” aspect of the brand. The aseptic package communicates freshness while the photo enhances the appetite appeal.



Sketches



Preliminary concepts showcase V-8’s well-known vegetable ingredients.