

# THE CREATIVE PACK

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**REGION:** USA  
**CATEGORY:** Branding & Packaging

For immediate release: September 2019

## THE CREATIVE PACK DESIGNS NEW PET RANGE FOR FRESH THYME

Design Consultancy, The Creative Pack is excited to announce their award win for Fresh Thyme's new Pet Treats design under the marketplace's Private Label Brand. Fresh Thyme's mission statement "offering fresh, healthy food at an amazing value" holds true for the Pet category too.

### The Brief

- Beginning with Dog Treats, create a new brand for a range of pet products
- Translate the Fresh Thyme branding to work within pet category
- Capture important details that pet owners want to know
- Communicate the premium quality offered

The Creative Pack responded with a beautiful solution, blending the natural aesthetics of the Fresh Thyme private label brand with premium design details to connect with the new age of mindful pet parents.

The main feature of the packaging is the detailed dog portraits – one large and one small. The painterly illustrative style was inspired by the colorful food illustrations created for Fresh Thyme's natural food products. Showing the dog's expression adds character and emotion that resonates with any dog lover – a Jack Russell's charming smile or a Vizsla's soulful gaze, you choose.

The Fresh Thyme logo is incorporated as a silver dog tag that hangs from the collar. The Creative Pack chose to use a silver metallic ink to give the logo an extra bit of sheen and tactile thoughtfulness.

A gray wooden texture in the background gives the packaging a premium rustic farm feel that aligns with Fresh Thyme's original brand aesthetic. This gray tonal look allows for the vibrant dog illustrations and color blocking to really pop.

A rich color palette of primary colors is introduced, along with simple iconography to draw importance to crucial product features. For instance, all of Fresh Thyme's dog treats are USDA Inspected, 100% Natural and Slow Roasted. Consumer trust is quickly reinforced by the use of a clear pack format that shows the actual product – because there's nothing to hide!

Lastly, for a little extra on-pack personality, a clever name, like 'The Champ' brings it all together.

The Creative Pack's design solution adds a whole new category to Fresh Thyme's private label brand portfolio - one that embodies everything a loving pet parent could ask for. Through the launch of an award-winning Pet Brand, Fresh Thyme Farmer's Market demonstrates what a successful category expansion looks like in 2019.

The Creative Pack is based Los Angeles and services clients from the West Coast to the East. Clients such as Fresh Thyme Farmers Market, Levain Bakery, La Terra Fina & Good Citizens.

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