

THE CREATIVE PACK

CLIENTS: La Terra Fina
CREATIVE DIRECTOR: Danielle Kidney
DESIGNERS: Heather Varano, Corey Czer, Paola Ip
REGION: USA
CATEGORY: Packaging

For immediate release: June 2015

THE CREATIVE PACK WINS American Graphic Design & Advertising Award

Design Consultancy The Creative Pack has won an American Graphic Design & Advertising Award for La Terra Fina's Organic packaging.

Winning entries:

- La Terra Fina Organic Dips

"We are so proud to have our design work rewarded in this awards program. We also want to congratulate our client for launching innovative high quality organic dips complimenting the packaging"— Danielle Kidney, founder

Editor's notes:

For the 30th year in a row, designers across the United States submit increasingly innovative design solutions, a panel of judges award outstanding creativity with an AGDA. David E. Carter, the founder has an advertising and design background spanning over 40 years. He is a noted authority on the subjects of graphic design, logo design, and corporate branding and has produced over 100 best-selling books in those fields.

The Creative Pack is based in Los Angeles and services clients such as Fresh & Easy, La Terra Fina & Caliwater

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The range was created keeping in mind of the existing La Terra Fina items, the organic range uses the classic arch with a pop of lime green color as it holds the new organic logo next to the brand logo which creates a strong presence while also looking clean and fresh. The titles color coding helps customers identify between the new flavors in addition to the styled photography. A display case was also designed to identify them as organic items and to showcase the dips for club stores.