

THE CREATIVE PACK

Case Study: La Michoacana Agua Fresca Paletas

CLIENT: PLM Brands

CREATIVE DIRECTOR: Danielle Beal

DESIGNER: Heather Varano

REGION: USA

SCOPE: Packaging, Product Photography, Copywriting



Before

The Brief

PLM Brands is a California-based company who produces frozen novelties using traditional Latin American methods and recipes. In mid-2015 they worked closely with **The Creative Pack** to expand their business by designing a line of frozen Agua Fresca fruit bars, also known as Paletas.

Design Objectives:

- To develop a brand that appeals to a conventional and natural channels
- To design packaging for the launch of a new Paletas range
- To create a bold, impulsive visual aesthetic inspired by Latin American heritage
- To incorporate their existing 'La Michoacana' logomark.



Conceptual Moodboard for Design | Image Source: Google Images

The Process

The biggest challenge was to communicate to consumers that the ingredients are all-natural without using the usual 'natural' visual cues (ie. minimal, white design or kraft texture). The initial launch included 4 SKUs; Mango, Chili & Lime, Crushed Pineapple & Coconut Water, Watermelon & Lime, and Strawberry Lemonade. With such deliciously innovative flavor combinations, the design deserved a vibrant, energetic look. Therefore, the overarching goal was to create a colorful, hip package design that is reflective of the innovative fruit bar flavors and Latin heritage.

The design aesthetic is influenced by traditional Latin art and design themes – symmetry, pattern, and a strong focal point. In this case, the powerful focal point is the product title and fruit bar photography. The subtle floral pattern was illustrated exclusively for this packaging and is reminiscent of old world Latin tile work. Pairing modern illustrative details with more traditional photographic elements makes for a beautifully eclectic, one-of-a-kind brand that can appeal to a much broader audience.



The Response

In turn, **La Michoacana's** Frozen Agua Fresca Bars packaging really resonates with Southern California consumers and packs a powerful fruity punch in the freezer case. The **La Michoacana** frozen Agua Fresca fruit bars range even received industry recognition before it officially launched in stores. In early 2016, the range was recognized as a GDUSA Award Winner, reiterating the success of the updated **La Michoacana** branding and packaging.

The entire design process from start to finish took less than 2 months, including a competitor review, design concepts, a photo shoot, and pre-press artworking, which is an impressive feat for such a short timeline. **The Creative Pack** team prides themselves on creating award-winning packaging and branding while respecting deadlines and staying on budget.

Currently the product is sold locally in Southern California Whole Foods Markets. Watch for it on shelf at new retailers throughout 2016.



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