

Boston Baked Beans
Refined, Renewed

PROPOSAL

Boston Baked Beans

Updating a Classic

The purpose of this refresh would be to refine and improve the box. The design would be more appealing to today's visually sophisticated audience while graphically capturing the intrinsic fun of the candy for the "kid" in everyone.

This new design uses all of the classic elements to retain its brand equity and decades of goodwill while adding dimension, movement and much needed fun to help promote an *emotional* connection with the customer.

The new look visually communicates that Boston Baked Beans are relevant in 2014 and beyond.



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Appetite Appeal

Boston Baked Beans can be a mystery for the uninitiated “*Just what kind of candy is it?*” While the box clearly states what the candy is in text, an accompanying graphic showing exactly what the candy is in a visually appealing way would be even more effective.

Your recent use of Mr. Peanut attempts to address this, but I think utilizing a graphic with real *appetite appeal* would be even more successful. This new graphic would further the story while adding a mouth-watering point of visual interest.

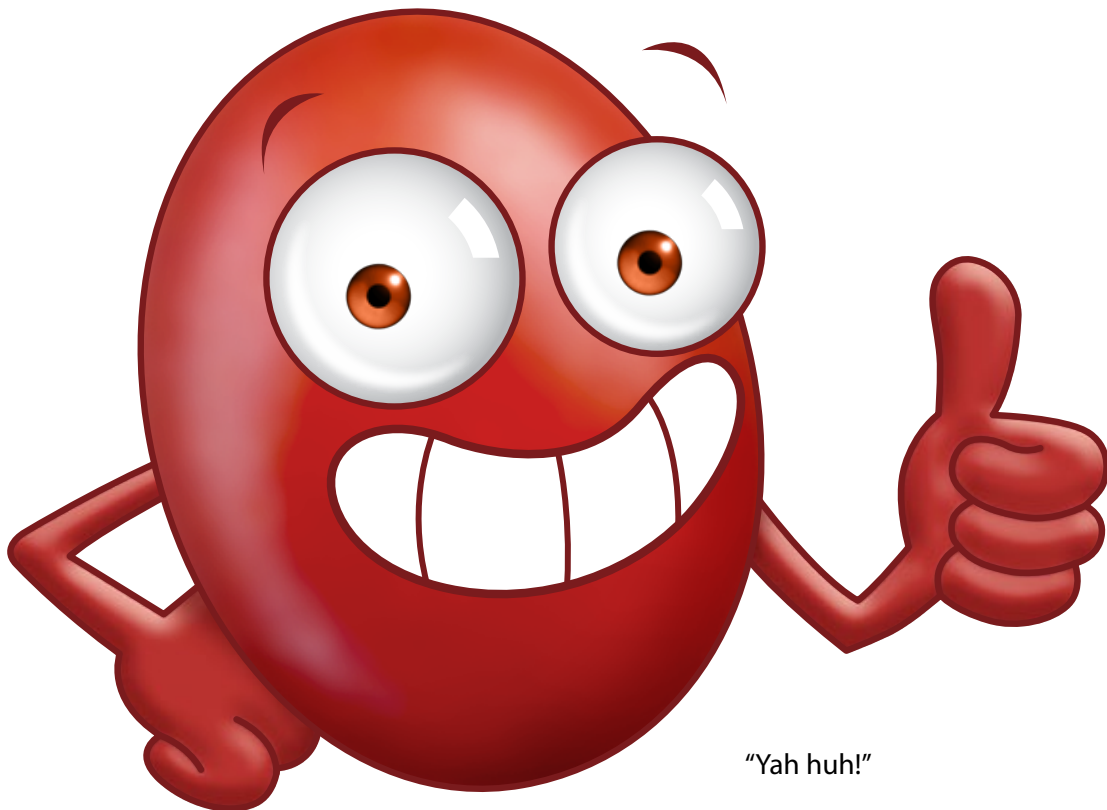


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Adding a Little Character

A friendly, positive, brand character—with a unique and distinct personality—can add immeasurably to a product's success. I would encourage you to go bolder than Peanthead (while keeping the name).

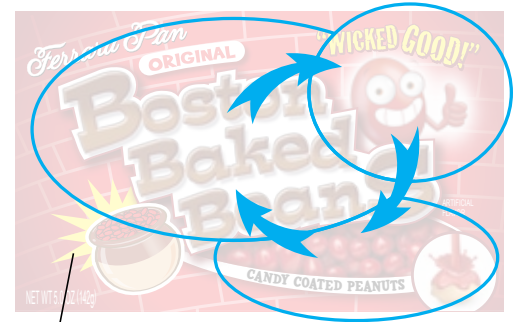
I propose a funny (but slightly crazed) anthropomorphic bean cartoon with thick Boston accent and a sunny but irreverent personality. He would be a tireless spokesman for Boston Baked Beans with his use of the regional idiom lending humor and authenticity.



"Yah huh!"

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Breakdown and Details



The brick wall background has lost the severe regularity and has been given darker tones on the outer edges to act as visual containment to focuses the eye inward.

The name retains the distinctive big "B" and big "S" but now uses a fun, dimensional font which promotes the impression that this is a quality, contemporary candy.

For added fun and interest, the symmetry has been replaced with an off-kilter composition that adds dynamic tension. The eye—now flowing in a circular manner—gives greater impact to the critical elements.

New character adds personality to box and affords a greater connection to the viewer. His support of the product, expressed in the Boston vernacular, offers a limitless array of creative promotional opportunities.



End

