

Communication Arts exhibit

09.07.10

Justin's Nut Butter packaging

Packaging, Consumer

When this Boulder, Colorado small-batch, natural and organic nut butter manufacturer wanted to increase distribution into fine food outlets (Dean & DeLuca, Whole Foods, Crystal Farms) without jeopardizing sales at lower-price supermarkets (Kroger, Safeway, King Sooper), it turned to local agency TDA Advertising & Design. Since the product started out completely handmade—trying to create something packable for hiking and backpacking, Justin Gold developed the nut butters in his kitchen, after work hours at REI—they saw hand lettering as a way to support the idea that there really is a “Justin” behind Justin’s Nut Butter. The package design harkens back to the brand’s origins while also calling attention to its culinary, natural and fun qualities.

Barrett Brynestad, designer/illustrator/hand-lettering; Thomas Dooley/Jonathan Schoenberg, creative directors.



www.tdaadvertising.com
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