Instant Marinade Design Instruction – SoGood

**IMPORTANT:**

**Our approach to the consumer is:**

1. **Our basic theory is that all of our products are So Good!** 
   1. **SoGood in TASTE**
   2. **SoGood in ALL NATURAL/FRESH INGREDIENTS (labels and ingredient statements are familiar to everyone)**
   3. **SoGood in EASE OF USE**
   4. **SoGood in VALUE (price per pound is better than other competitors)**
   5. **SoGood in PACKAGING (old school BBQ squeeze bottles and Instant Marinade pouches)**

**Keep the principles of the Brand in mind:**

1. **Fresh Ingredients – you can read and understand the label (Healthy)**
2. **Unique packaging**
3. **Ease of use – quick and easy**
4. **Tastes Great**
5. **Product has value**
6. **SoGood in its TASTE**
7. **SoGood in its FRESH INGREDIENTS**
8. **SoGood in its EASE OF USE**
9. **SoGood in its VALUE**
10. **SoGood in its PACKAGING**
11. The Instant Marinade Pouch (IM) has been changed to a stand up, gusseted pouch with the fitment in the top of the pouch and not on the corner.
12. We are looking for a new fresh approach to the package.
13. Lettering and sizing should be such that the Brand Name SO GOOD! should be reduced and that the package should easily explain what it is. We need to do some explaining because there will not be windows to see what is in the package. Because SoGood is not a well known, household name, it doesn’t make sense to make it so big because customers won’t know what they are buying. The words “Instant Marinade” should be larger as to explain what we are selling and what customers are buying.
14. Ideas about design:

1.  Red always catches the eye.  Everytime I looked at a shelf with a blurred vision, I was drawn towards red.

2.  Orange is a great accent color.  Black seemed to be amazing to outline and produce a feeling of quality.  The Jack Daniels label is good and the purple label next to it is terrible.  Plus, I hate the cartoon type drawing on the purple label.

3.  Blues and Greens were just wrong.

4.  Because some of the bottles were already red with product (tomato, pasta sauce, salsas) then other accent colors worked great.

5.  Kroger puts a picture of the food on each of their own labels and it **looks terrible**.  Very cheap - but maybe that is what they want to project.

6.  White labels always are great.  Sweet Baby Rays for example.  Jardines has a great label because it has red product with a white label.  The "Bean Good" label is good - I don't care for the printing - it is too plain.

7.  I am very partial to the "natural" looking label, such as the Gilbertos or the Boulder Hot Sauce labels.  Also, the Cucinas pasta sauce is a natural label that works for me.  They could have done more with color to make it pop

8.  Nana's has two labels - one yellow, one white.  White totally works where the yellow fails

9.  Interesting Bottles for BBQ.  The Franks Red Hot Sauce is interesting and different.  I don't like it but it was different.  I am still partial to the squeeze bottle.  How about a mustard type bottle.  Look at the J Dawgs bottle - I still like it a lot.

10.  There was NOTHING in the meat area.  This was a Kroger store.  But nothing was there.

11.  To sum it up:  I like the IM (instant marinade) in a envelope/sleeve that is a natural color.  We use some good red and bold lettering to say "Instant Marinade".  Use some black for outlines to help it stand out.  If we want to integrate color we use some orange as well.  Yellow only as a highlight color.  Keep "SoGood" as a secondary size type or byline so that it is used as a logo and can be easily transferred to the BBQ and the seasoned Sea Salt bottles.  For the BBQ - I still like the squeeze bottle.  It is easy to use, different but functional.  We use a label that could be white or again red.  Highlight the words BBQ with Agave, and All Natural.  For the Seasoned Sea Salt - there is no real options.  We have the choice of a red top, white top, brown top, or a black top.  The red is very overused on that shelf.  I would tend towards the Black, or Brown top, then again use a red label to make it stand out.  That is really the only differentiation that we can make in the spice area.  I did notice that "Stubbs" also has a presence in the BBQ as well as the spice area.  Thats what we will be doing.

**1.  IM is in an area not known to marinades - meats**

**2.  IM has to be big and have a big presence to catch the eye of the buyer.**

**3.  IM is not in a bottle and will be "different" for the buyer**

**4.  IM is similar to grill mates**

**5.  SoGood logo has to be easily recognizable on all bottles/pouches**

**6.  IM may be hard to make a connection in the Meat case - unrecognizable**