

CASE STUDY: AREOLIVES - BRANDING AND PACKAGING DESIGN

AREOLIVES - AN OVERVIEW

Areolives is a new brand of packaged olives, produced by Jenners. The brand is a premium product that Jenners source, import and distribute the Greek olives for sale in the UK.

THE DESIGN PROCESS

Jenners Directors, Paul and Sarah Jenner approached Seamless at the end of 2002 to design an ID for their new product, its packaging and a website to support it. At the time, all that they had was a name for the product, Areolives, and wished Seamless to create a brand for the product around the name.

Jenners had identified the predominant market they wished to target, the product is marketed as a social snack to sold in public houses. It was a necessity that the brand reflected the often traditional environment of such establishments, whilst the packaging had to invite the interest of the consumer.

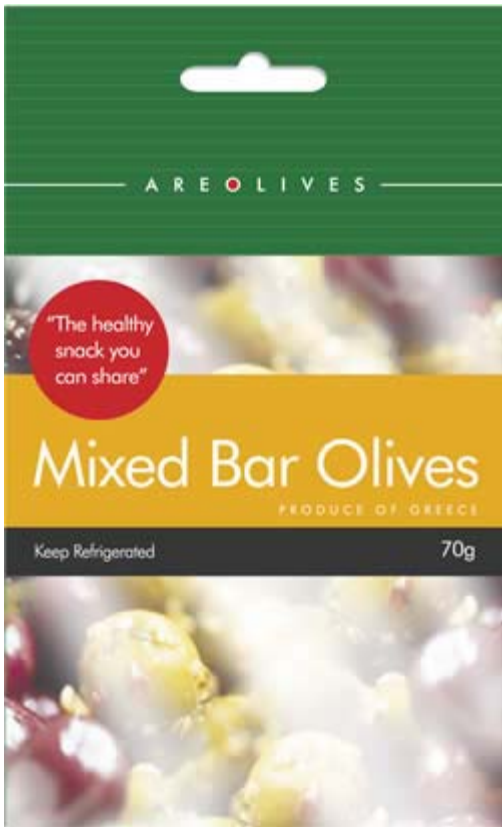
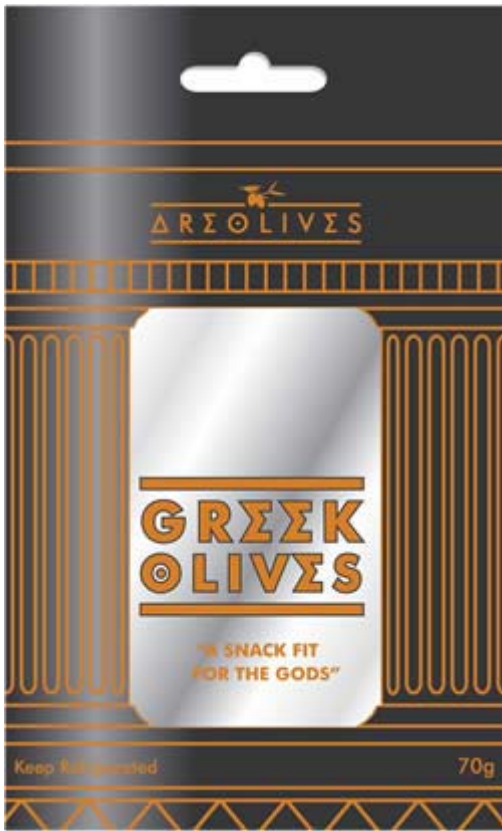
Following thorough research of the product sector, Simon Webster, Head of Design at Seamless, began to produce a set of designs for the new product reflecting the quality of the product and stressing the traditional heritage of olives.



The packaging design was based upon a soft vacuum-sealed plastic packet, ideal for preserving the quality of the luxury product.



After presenting the concept designs, the overall theme and direction of the final package was decided. The initial ideas were refined in the finished artwork, some relevant Greek themed trivia was introduced to the reverse of the pack, which reinforces the history of the product and provides a novel way of retaining a degree of interest.



The final design chosen reflects the aspirational values of the product, yet remains accessible.



FUTURE PROJECTS

Areolives are expected on the shelves soon, meanwhile Seamless is consulting with Jenners regarding the development of a website for the product.