



Intuitive approach.  
Insightful design.  
Inspiring action.

P.O. Box 1017  
Milford, OH 45150  
ph: 513.575.5100  
f: 513.575.2728  
www.incitevisual.com

# Package Design Propels National Rollout

## COUNTRY STORE SOUPS REDUCED SODIUM Product Line Extension for Williams Foods

Williams Foods had an existing line of dry soups, and was introducing an extension of reduced sodium flavors. The packaging for the existing line was fairly generic; the Reduced Sodium line extension required a significant upgrade with respect to its shelf presence, as well as effective differentiation from the standard product. It also needed to highlight the health benefits and clearly display the flavor varieties. As with many new products and line extensions, sales support materials and Point-of-Sale assets were also required.

Specific package design objectives included updating the Country Store Soups logo, and creating package imagery with a more contemporary feel. Natural colors were selected to promote the healthy advantages of the product, with violator colors selected to enhance the flavor message and the overall visual package presence.

Once the packaging was developed, sales support assets were created (electronic and print). Header Display Point-of-Sale assets were also developed.

### RESULTS

Retail experience with the Williams Reduced Sodium Country Store Soups Market Test was very positive. The category velocity average in the test markets (over 100 stores) was 2 units per week, The Country Store Soups averaged 11 units per week – almost six times the average.

This led to a national rollout within six months of the initial product launch; as well as a “refresh” of the Regular Sodium products. Additional Sales Support design included a series of FSIs and an outdoor billboard.

### Williams Foods says:

“The feedback that we have received from the grocery buyers on the Country Store Soups package graphics has been very positive. The green color and earthy looking package graphics help to position the products as “better for you” and portrays a wholesome image and has great shelf appeal. It really stands out on the shelf in the dry soup segment of the store.”

