

About & Research



Nutrition Facts
Valeur nutritive

Per 1 tray (255 g) / Pour 1 plat (255 g)

Amount	% Daily Value
Amount	% valeur quotidienne
Calories / Calories	380 14 %
Fat / Lipides (g)	14 28 %
Saturated / saturées (1 g)	6 12 %
Trans / trans (0 g)	0 0 %
Cholesterol / Cholestérol (10 g)	16 32 %
Sodium / Sodium (40 mg)	12 30 %
Carbohydrate / Glucides (38 g)	12 12 %
Fiber / fibres (9 g)	18 36 %
Sugars / Sucres (0 g)	0 0 %
Protein / Protéines (19 g)	15 30 %
Vitamin A / Vitamine A	5 %
Vitamin C / Vitamine C	5 %
Calcium / Calcium	20 %
Iron / Fer	20 %

INSTRUCTIONS • INSTRUCTIONS

- 1 Let Firm
Fini de lavage
- 2 Microwave on High
Micro-ondes en haut
- 3 Wait 1 minute before eating
Attendez 1 minute avant de manger

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Objective & Target Audience

Overall Objective

To portray that “Ollie Eats” is a fun and healthy instant dinner that kids can prepare themselves.

Target Audience

Kids 6-10



Frozen Meals Competition

MAIN COMPETITION #1: EGGO – Paw Patrol Line

STRENGTHS

- Advertised as a fun, nutritional, homemade breakfast
- Cartoon graphics and waffles shaped into cartoons to attract kids
- Advertised “no artificial flavours/colours” and low in calories to encourage parents to purchase

WEAKNESS

- Difficult to differentiate the type of waffles
- Brand name is too small to read



Frozen Meals Competition

MAIN COMPETITION #2: Michelina's – ZAP EMS Line

STRENGTHS

- Advertises their meals as warm, heartfelt and tasty
- Show their meals through food photography
- Use blue as an accent colour on their SKUs
- Exciting typography attracts target market

WEAKNESS

- To simple and unappealing photographs makes food plain and boring
- No health benefits listed, so there's lack of encouragement for parents to buy product
- Writing on left saying "product of USA" is impossible almost hard to read, seems like an afterthought



Frozen Meals Competition

MAIN COMPETITION #3: Healthy Choice – Gourmet Steamers Line

STRENGTHS

- Brand isn't kid friendly, but advertise their meals as healthy
- Listed health benefits to encourage parents to buy product
- Green is used on their SKUs as an accent colour and to represent that their meals are natural
- Attractive food photography as the focal point of package

WEAKNESS

- Contrast of photographs varies throughout SKUs, making some a bit more visually bold



Brand Personality

Support

- Well known meals
- Fun games to play while preparing
- Has nutritional benefits
- Made in minutes
- Fun games to play

Brand Character

- Easy
- Fun
- Healthy



Package Design Objectives

1. To create an engaging and interactive packaging that kids can play with
2. Simple to read instructions to give the kids an ability to prepare their own meal
3. Have the three SKUs compositionally similar
4. Have a childlike aesthetic
5. Have it create appetite
6. Visually stand out in retail stores
7. Printed by inkjet on cardstock paper



Communication of Package

- Portray the three meals through representative illustrations and wording
- Show engaging adventures that the food is having to bring in consumer target
- Offer games on the back to be more consumer interactive
- Have UPC, NFC and Ingredients listed for each SKU
- Show individual health benefits on front of package, to encourage parents to buy the product
- Show variety of games for each SKU to encourage kids wanting to try all the products



Brand Name & Identity

'Ollie Eats' is a friendly name that appeals to parents to buy frozen meals for their kid(s). The blue soft, rounded sans serif font for the logo evokes the friendly and fun personality of the brand to appeal to a kids demographic. The chef hat on the letter 'O' represents how kids can learn and prepare their meals on their own.



Ollie Eats



Ollie Eats **R**

Package Design & Identity

The package design is fun and illustrative to appeal to a kids target market by adding character and movement to the food such as depicting the ravioli as a train moving out of the bowl. At the same time, the package lists health benefits for parental approval that the meals are nutritional.



Attributes

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<https://www.meijer.com/shop/en/paw-patrol/all-paw-patrol/kelloggs-eggo-waffles-paw-patrol-homestyle-12-3-oz/p/3800019602>.

“Michelina’s Zap’ems Wheels And Cheese: Walmart Canada.” *Walmart.ca*, <https://www.walmart.ca/en/ip/michelinas-zapems-wheels-and-cheese/6000190758438>.

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https://www.freepik.com/free-photo/smiling-boy-wearing-orange-t-shirt-gesturing-ok-sign-white-backdrop_5223467.htm#query=kids&position=27.

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<https://www.metro.ca/en/online-grocery/aisles/frozen/meals-sides/chicken-turkey-meals/fries-and-chicken-bites/p/717854212113>.