

About & Research



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Positioning & Target Market

- Screamin Brothers are a Canadian non-dairy, allergen-free frozen treats company
- Founded by ten-year-old JR Wikkerink, following the 2010 Haiti earthquake
- JR began selling his allergen free frozen treats to help raise money for Haitians
- JR and his brothers donate 5% of profits to support children and youth internationally
- Fair trade, organic, unique frozen treat flavours (e.g. – Key Lime, Lemon, Orange Pineapple)
- Target market are millennials who love and crave frozen treats, especially those with allergies or prefer wholesome ingredients



Package Strengths

- Consistent design by using a coloured background to differentiate the flavours
- Easy access and closing of product for longevity
- Though the logo is unattractive to read, it is very visible on the packaging



Package Weaknesses

- Dull colours and overall design doesn't work up an appetite, nor does it look like a food product
- Outdated logo and choice of font does not represent the product
- Does not emphasize its key benefit – organic and dairy free
- Lack of hierarchy – Bilingual languages makes the package look dense on the front



Package Weaknesses

- Bilingual languages are displayed unevenly (French is less prominent when it says "Dairy free frozen treat")
- Condensed font is hard to read and information is cutting off to the side
- Shiny layover looks tacky, and reflects a lot of light making it difficult to read in the freezer



Overview of Retail Category

- Driven by various flavours, especially new and exotic flavours
- Organic ingredients meet consumer demands
- Frozen treats are seen as snacks by selling pints for consumers to purchase to satisfy their sweet tooth
- Pastel/bright bold colours are used to differentiate flavours
- Clean, minimal modern design for effective communication
- Packaging that keeps contents cool, as well as being environmentally friendly
- Bold sans serif/brush typefaces portray a friendly, organic, and natural feel



Packages Main Competition

MAIN COMPETITION #1: HALO TOP – Dairy-Free Dessert Line

STRENGTHS

- Clear pint packaging – easy to read serving size, flavour and nutrition of the product
- Balanced colour themes and hierarchy of information
- Each flavor has different patterning and colour code

WEAKNESS

Lacks imagery of the product



Packages Main Competition

MAIN COMPETITION #2: BEN & JERRY'S – Dairy-Free Dessert Line

STRENGTHS

- Non-dairy products in smaller pint sizes for individual use
- Clear strong brand imagery – photo of their product and important ingredients of the product



WEAKNESS

- Package lacks hierarchy – too busy, fonts of different information have the same hierarchy
- Lid is thicker, making it harder to open the package



Packages Main Competition

MAIN COMPETITION #3: SUMMER'S – Toronto's Organic Ice Cream

STRENGTHS

- Strong imagery of product and flavour
- Logo and flavor is easy to read
- Colours are appetizing for a food product

WEAKNESS

Too many fonts



Proposal For Change

- Place English on the front and French on the side to increase white space
- Emphasize that the frozen treat is non-dairy, organic, and allergen-free
- Show an image of the product (photograph/illustration) as a focal point
- Use bold, vivid colours that are exciting and appetizing to differentiate flavours
- Change the font of the logo to a modern, clean sans serif
- Change to a paper lid to create a more sustainable package
- Material will be wet-strength paper board to sustain freezers
- Make the printing process to inkjet to show full colour photograph



Attributes

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All official Screamin Brothers images used in the presentation slide are retrieved from their official website – screaminbrothers.com

