

# BatterBlaster Blasts Off the Shelves – Sales Soar!

Focus Design has cooked up some powerful creative ingredients for Batter Blaster's highly successful, new product launch. From concept to last month's sales reports, Batter Blaster is now selling in 9,000 stores, including major retail chains, Costco, Whole Foods and other natural food stores.

Beginning with the development of a new brand identity for the company, Focus Design created all components for the product launch including the package design, website, online promotions, print sales collateral, and a promotional demonstration video that was adapted for television ads.

The design and marketing challenge was unique: create a single package design that would appeal to two distinct audiences: kids and their moms. Within this concept strategy, we created a package image of excitement and bold graphics for the kids, almost like a fun breakfast cereal, and a look & feel reinforcing "it's good for the kids to eat" that would appeal to the moms.

The playful brand mark is stylized, appearing to be written in batter. The background farm illustration promotes farm fresh ingredients and transitions into a checkerboard pattern, representing the breakfast table. Photography of a serving of pancakes on a plate creates strong appetite appeal.

Some people may still have difficulty believing it's "organic and in a can", but creatively we've countered any preconceived notions of "gimmicky" through a balance of playful, fun graphics with visuals that reinforce strong appetite appeal and the qualities of BatterBlaster's all natural ingredients. Robust, ongoing sales are proving it!

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Website Home Page (launch site)



Retro Promotional Demonstration (click to view)



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