



Nourishing IDEAS
for Growing Brands™

CASE STUDY

DEL MONTE FOODS



CAMPAIGN DELIVERABLES >

Logo Design • Messaging • Package Design • 3-D Model Comps

SITUATION >

As a result of acquiring Heinz assets, Del Monte Foods was now operating a private label soup division in Pittsburgh, Pa. With the explosive growth of private label and retailer demand on the rise Del Monte Foods was in need of new creative approaches.

SOLUTION >

Through a range of creative outputs DFD was able to deliver impactful creative for numerous varieties of products. Working in a 3-D modeling platform we were able to increase speed to market while delivering new label designs for various retailer requests.

OUTCOME >

Overall, the collaboration increased new product demand, time to market and retailer client base expansion.