



# The Happy Snack Company: Roasted Chickpeas Dark Chocolate & Raspberry

**The Happy Snack company** produces wholefood snacks, including roasted gluten, nut and dairy-free options. They describe their priority as 'making customers feel good about the snacks they eat' and endeavoured to communicate this through the packaging of their Roasted Chickpeas Dark Chocolate & Raspberry product.

Packaging design communicated brand values of health, environment and convenience.

## Objective:

The packaging for this snack was designed to increase brand awareness and draw inspiration to the environmental and health benefits of The Happy Snack companies' products.

## Method:

This packaging was designed using a Crash Lock Box, Spot Matt Aqueous + Spot UV, 1 Metallic PMS + 4 Process. The Happy Snack company aimed for no customer ambiguity, using a bold font to create an easily understandable brand message. The packaging was also designed to be 'hand size', so customers could easily access and snack on the product.

## Results:

This packaging defines The Happy Snack Companies' range and contributes to a growing brand presence and recognition on a national scale. ●

