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Patterns™

about design in consumer packaging



## Low Carb Living

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# Patterns: Low Carb Living

about design in consumer packaging

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# Low Carb Living

## Introduction

If you're a brand manager, marketing professional, package designer or student about to begin early stages of a brand or package design initiative, it's essential to be aware of context. R.BIRD "Patterns" are published reports based on our observations and professional experience that provide basic insight into common practices within a given product category. For each observation there are proposed opportunistic responses.

## Method

Armed with digital cameras and note pads, our designers visit retail environments to photograph and observe product presentation in its natural habitat. We then purchase a selection of examples and bring them back to R.BIRD for closer study in search of common design threads and patterns of opportunity throughout the category.

# Low-Carb Brands



## Low-Carb Brands

Atkins is the most recognized brand of low-carb products. Other recognizable brands include Keto, Carb Fit and Carb Options. A host of sub-branded products from mainstream brands are gaining in popularity. Carb Options from Unilever Bestfoods taps into the popularity of existing brands, like, Skippy, Hellmann's, and Ragú.

## Response

Some of the more authentic, health food brands need to pick up the slack in appetite appeal and brand presence now that they are faced with mainstream brands as competition. Carb Options has come out swinging with a bright color palette and more unified, consumer friendly look.

The long-term battle for the hearts and minds of consumers between pure low-carb brands and sub-branded products from existing brands will bear watching.

# Sub-Brands



## Sub-Brands

Some existing brands have extended their line of products with low-carb sub-brands. Relevant new names for products, such as, “Carb Well,” “Carb Countdown,” “Carb Control,” and “Carb Counting” are among the pack.

## Response

Creating sub-brands can be a safety feature that will allow products to be phased out if the low-carb craze loses popularity, leaving the master brand intact.

It also takes advantage of brand loyalty with existing consumers, while attracting new consumers looking for low-carb products.

# Owning Color



## Owning Color

“Carb Fit” and Atkins “Endulge” have successfully taken the lead with recognizable colors to get consumers’ attention by using a coherent palette across their products. “Carb Options” has set the “blue” standard as the primary color for low-carb and others are following suit. Heinz, Entenmann’s and Lean Cuisine are brands using the color blue in banners and flagging to signal low-carb.

## Response

A marketing home run for Unilever Bestfoods and the color blue. A well conceived approach and strong color signal ties the entire suite of products together, no matter what category they’re in. The blue color also suggests “light,” & “healthy.”

New and existing brands should take into account the popularity of the color blue as the low-carb communicator and adjust their palettes accordingly – for both their low-carb and mainstream products.



## Keywords & Brands

### A

authenticity 12

### B

banners 17

### Brand

*Advantage* 20

*Arnold* 5, 11, 12, 16, 18

*Atkins* 5, 7, 9, 10, 11, 12, 16, 19, 20

*Carb Control* 5, 8, 16, 19

*Carb Countdown* 5, 8, 12, 19

*Carb Fit* 5, 7, 9, 16

*Carb Options* 5, 7, 9, 10, 11, 15, 16, 19, 20

*Carborite* 5, 20

*Carb Select* 20

*CarbSense* 20

*Carb Smart* 20

*Carb Solutions* 5

*Carb Style* 18

*Carb Well* 8, 16

*Carnation* 13, 16

*Diet Pepsi* 18

*Dreamfield's* 18

*Indulge* 9, 10

*Entenmann's* 9, 12

*GoLean* 19

*Heinz* 9, 10

*Hellmann's* 7

*Hood* 5, 8, 12, 19

*Howard's* 5

*Keto* 5, 7, 19

*Lean Cuisine* 9, 13, 14, 16

*Low Carb Diet* 16, 19

*Low in Carbs* 20

*Maple Grove Farms* 5

*Michelob* 14

*Mike's LifeStyle* 14

*MiniCarb* 20

*Morningstar Farm* 16

*Morning Start* 10, 19

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*Pepperidge Farm* 18

*Pria* 20

*Quick Quisine* 5, 20

*Ragú* 7, 19

*Rock Green Light* 5, 19

*Skippy* 7, 15

*Smart Ones* 17

*Stop & Shop* 13

*Stouffer's* 9, 13, 14, 16

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*Weight Watchers* 17

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