



SEASONAL PACKAGING AUDIT

Autumn 2019





Popularity for Pumpkin Spice is steadily evolving into a broader interest in the autumnal season. There is a much wider selection of autumn-themed and pumpkin flavored food and beverage items than before. Retailers are clearly making a space for this season but we did not see any overtly designed displays (a la Holiday or Halloween).

Colors: Colors are largely based on autumn leaves with a primary focus on orange, which helps fit in and pass Halloween. There are a lot of harvest cues and warm palettes in this collection.

Icons / Images: Pumpkins and leaves. Some pumpkin pie, trees, and farmscapes.

Emotion: Cozy and wholesome with a farmhouse vibe. Idealized Middle America or the upper East coast.

Illustration / Photo Style: Renderings of product and flavor cues or iconography stays true to the brand and works within their everyday brand style.



The autumnal season captures an extended time period, from the bus door closing on Back-To-School through Thanksgiving. There is opportunity to participate in the season and utilize its longevity to serve up flavors and feelings that consumers are craving during this time. Halloween, by comparison, is one day with a strong build up, but Autumn has longer legs to fill the space in September and November.



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