

PACKAGE DESIGN

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SPOTLIGHT:
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BEVERAGE

Kendall Ross Lifts the Washington Hills Brand With New Boxed Wine Designs

Boxed wines of all kinds seem to be getting a lift these days, as consumers are responding to better-protected wines in attractive boxes. The Kendall Ross design firm followed up the successful repositioning of the Washington Hills brand legacy with equally enticing large capacity dispensable boxes that make a strong strategic and emotional pitch to consumers.

The Washington Hills wine boxes retail for under \$20, and are equal in volume to four bottles of wine. "While boxed wine is a good deal and convenient for consumers, it is also a coup for brand packaging designers," said David Kendall, principal and creative director at Kendall Ross. "Translating the brand to a box is a plus, because you have more real estate to talk to customers."

The illustrations that proved to be particularly eye-catching on the bottled wine shipping cases were translated to the box wines to portray the brand's boldness and to maximize the shelf presence, yet still continue to communicate prestige and tastefulness. The panels feature woodcuts of varying



iconic landscapes that can create dramatic and versatile in-store display options by utilizing the alternating images on three sides. The extra space was devoted to explaining more about Washington Hills' experience and heritage, including the significance of the Northwest wine region, and communicating that the boxed wine is of sincere quality, and as good as the bottled version.

kendall ross

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