

# SPROUTS<sup>®</sup> FARMERS MARKET

## THE BRIEF

Bring the Sprouts rebrand to life – creating differentiation in each category while maintaining a cohesive brand experience.

## THE SOLUTION

We created distinct shelf disrupting designs using custom illustrations, photography with appetite appeal and unique typography. In 2023, the program has reached \$1 billion in sales, received 8 awards and was named “Retailer of the Year” at Vertex.

## THE DELIVERABLES

Packaging design strategy, illustrations, photography, production rollout, proofing & color approvals for over 1,200 skus to date of 3,000 sku program.

## NEW BRAND

