Brianna Visconti & Lia Tunstall

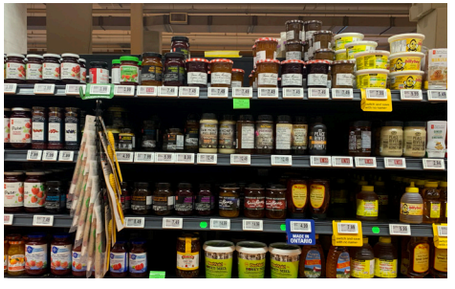
Bonne Maman.

Feb 27th 2023
Project 1

Table of Contents


Bonne Maman®
Confiture de Fraises
Strawberry Jam
Produit de France
23ml
Product of France

Current Package Analysis



Chosen Product
Bonne Maman Assorted Mini Jams (4 x 30mL)

Strengths
- Clean and minimalist label broadens packages consumer range
- Branding is recognizable and known for quality delicious jams in Canada
- Use of glass is sustainable and promotes reuse/recycling of package
- Minimal ink used on label, sustainable asset
- Jars are durable and stackable

Weaknesses
- Glass bottle/ individually packaged, easily breakable and fragile
- Hard to identify flavours because packaging is all the same (must read label)
- Cursive is not very legible/accessible
- Lots of competition (many other brands)
- Not number 1 choice for jams (cheaper alternatives, etc)

Potential Improvements
- Create a variety pack allowing consumers to test various flavours
- Consider incorporating minimal graphics to aid in flavour comprehension
- Create visual hierarchy on label (hard to differentiate between brand name and flavour)
- Emphasize brand's homey/nostalgic personality

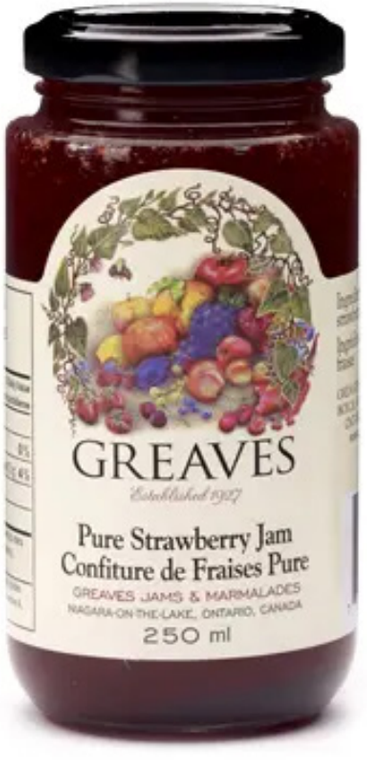
Overview of the Retail Category
Bonne Maman offers a range of products made from the finest ingredients and produced with the utmost care. It is found in most big box Canadian grocery stores amongst other breakfast condiments. Although there are many competing brands on the shelves today, Bonne Maman stands out due to its unique homemade look and is staple in many Canadian households. At the moment, jars are sold individually, no variety packs are offered in stores.

Bonne Maman's Canadian Consumer
Breakfast lovers seeking high quality, intense flavour fruit-packed jams. Bonne Maman's consumers are loyal customers, and always return to the reliable and strong flavoured jams.

Brand Positioning
French owned since 1971, Bonne Maman Jams are the go-to traditional breakfast pairing that embody the familiar look, feel, and taste of grand-mothers cooking. Offering more intense flavours than ever, Bonne Maman strives to offer jams packed with more fruits and less sugar, without compensating on flavour or texture.

Competition

St Dalfour Strawberry



Greaves Pure Strawberry

Kraft Pure Strawberry

Competitor #1

Strengths

- High quality recipes and ingredients
- 20 premium fruit spreads
- Branding reinforces their commitment to healthy, all natural ingredients
- Good differentiation between flavours
- Consistent brand identity throughout product line
- Strong branding (label to lid)

Weaknesses

- High price point ($5.27/100ml)
- Small type (difficult to read)
- Bottle form is not very inclusive and user friendly

Potential improvements

- Make copy more legible (ex.225ml)

Overview

Positioning: St. Dalfour prides themselves by implementing family recipes and quintessential French methods in order to curate the highest quality products. Starting in the early 19th century, St. Dalfour prioritized using carefully selected fruits and juices in order to produce spreads that maintain a complex texture without the use of preservatives and additives.

Target: For consumers interested in premium and healthy fruit spreads with a sophisticated texture.

Competitor #2

Strengths
- Over 40 flavours of jams, marmalades, and jellies
- Traditional look, which pairs well with brand history and positioning
- High quality
- Local

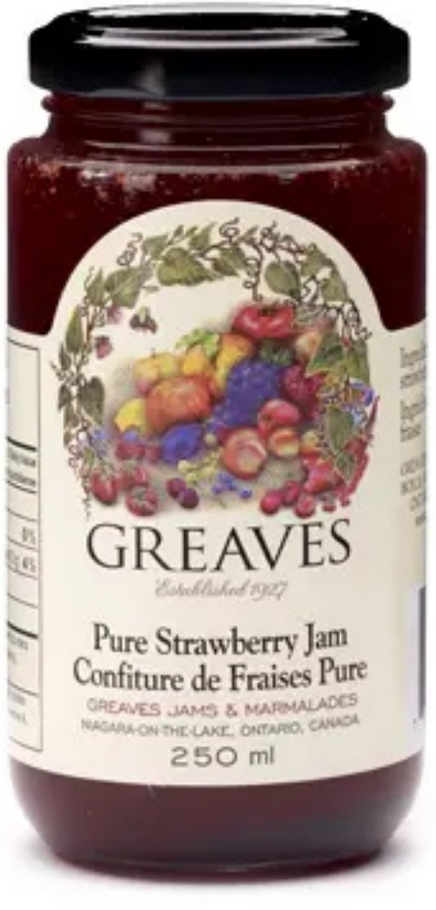
Weaknesses
- Original jam labels are similar to one another (must read the labels for flavour), weak flavour differentiation
- High price point ($7.25/250ml)
- Less presence in Canadian stores, smaller brand makes for less funds to promote and disperse

Potential improvements
- Improve flavor differentiation
- Increase brand recognition

Overview

Positioning: From Ontario's Niagara-On-The-Lake region, Greaves produces superior quality, high fruit content and preserves the old–fashioned way. Began making pure old-fashioned jams, jellies, marmalades and condiments in 1927, using only the finest fruits, vegetables, sugar, and spices. Greaves takes pride in using time-honoured jam recipes, hand-stirring each batch of jams in open stainless-steel kettles, and producing 45 wonderful jam and jelly preserves, free of pectin and preservatives.

Target: For Canadians seeking local, yet exceptional quality jams and preserves, crafted the old-fashioned way.



Competitor #3

Strengths

- Dominant brand (especially in the condiment sector)
- Images of fruit on label, which helps differentiate between flavours
- Affordable price point
- Staple in many canadian homes

Weaknesses

- Outdated branding
- Visual hierarchy present but it is misleading, claims to be pure with no facts to prove it

Potential improvements

- Refresh the overall use of typography
-

Overview

Positioning: Kraft Pure Jams, Jellies and Marmalades are quality jams made with real fruit. They are available in Strawberry, Raspberry, Blackberry, Blueberry, Grape and Orange Marmalade.

Target: Canadian families seeking an affordable and accessible spread to pair with their busy mornings. Kraft consumers are loyal and continue to repurchase this affordable and reliable spread

Proposal for change

1. **Taking 4 individual jams and creating a variety pack for instore purchase (blueberry, orange, strawberry & raspberry).**
2. **Creating a solid structure to house the various jams.**
3. **Conceptualizing packaging that is easily stackable and user friendly.**
4. **Creating a box that is easily transportable and that opens with ease.**
5. **Make better brand presence/heighten brand identity in store.**
6. **Create emphasis on the fruits behind each flavour.**
7. **Incorporate visuals and graphics.**
8. **Tie in the brand's website inside the packaging dieline.**
9. **Provide bilingual assets with equal emphasis.**

Stage 1. Research

Store Checks

Merchandising Trends

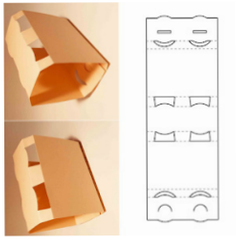
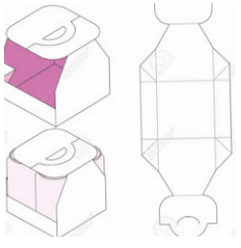
- Variety packs
- Sample kits
- Providing Recipes on package
- Link to socials and ecommerce site
- Cross selling (retail and online)
- In-store displays
- Immersive experiences
- Pop-ups
- Wayfinding

Sustainable Initiatives

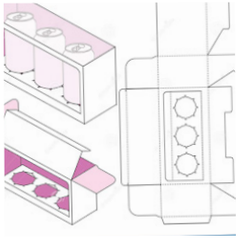
- Limited colours used and limited ink usage
- Reusable / Multi-purpose packaging
- Recyclable materials
- Packaging that can be planted
- Return empties program
- Reducing size of packaging

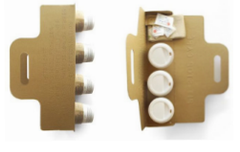
Stage 1. Research (continued)

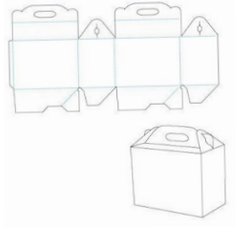
Internet Checks

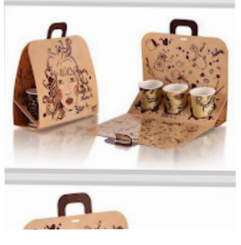



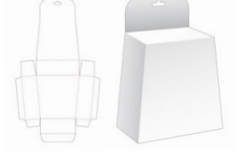




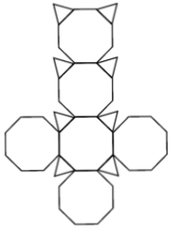










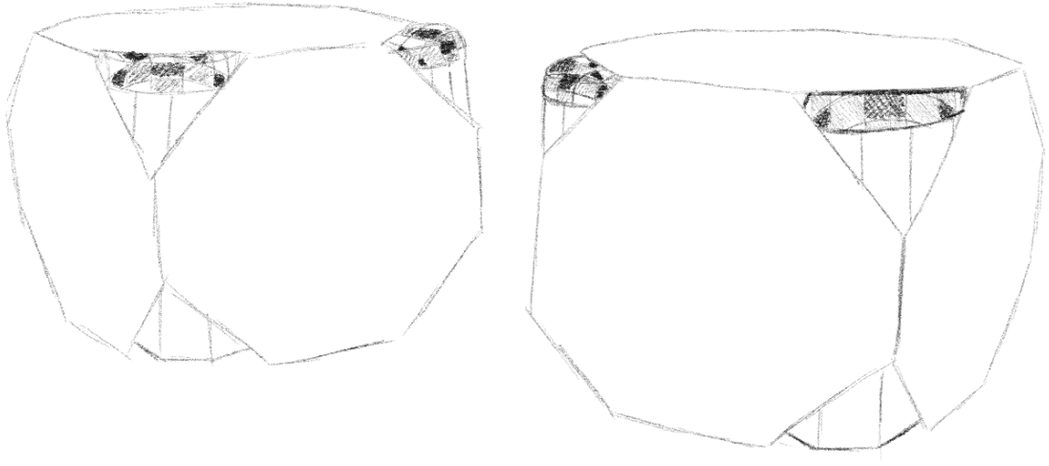

Stage 2. Fabrication & Visuals

Concept #1

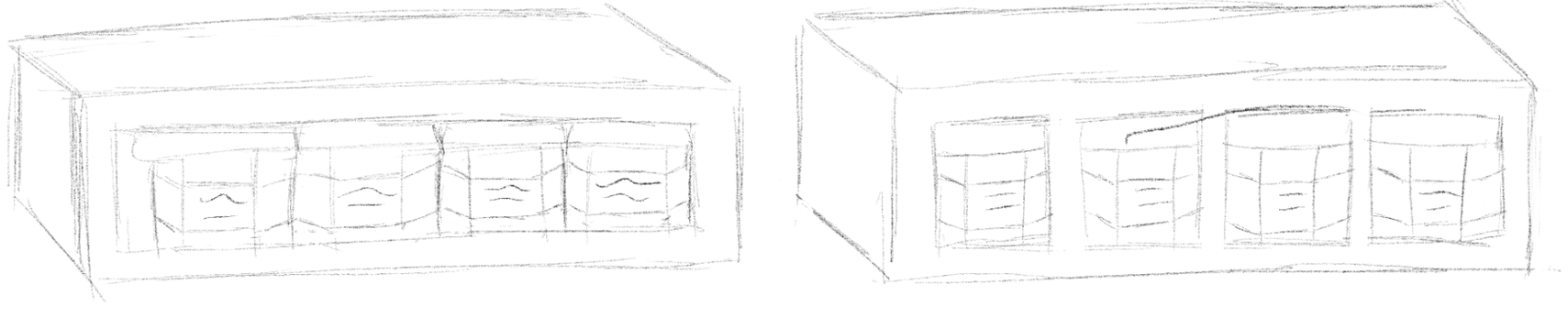
Concept #2

Prelim Ideation & Analysis

Concept #1 Sketches

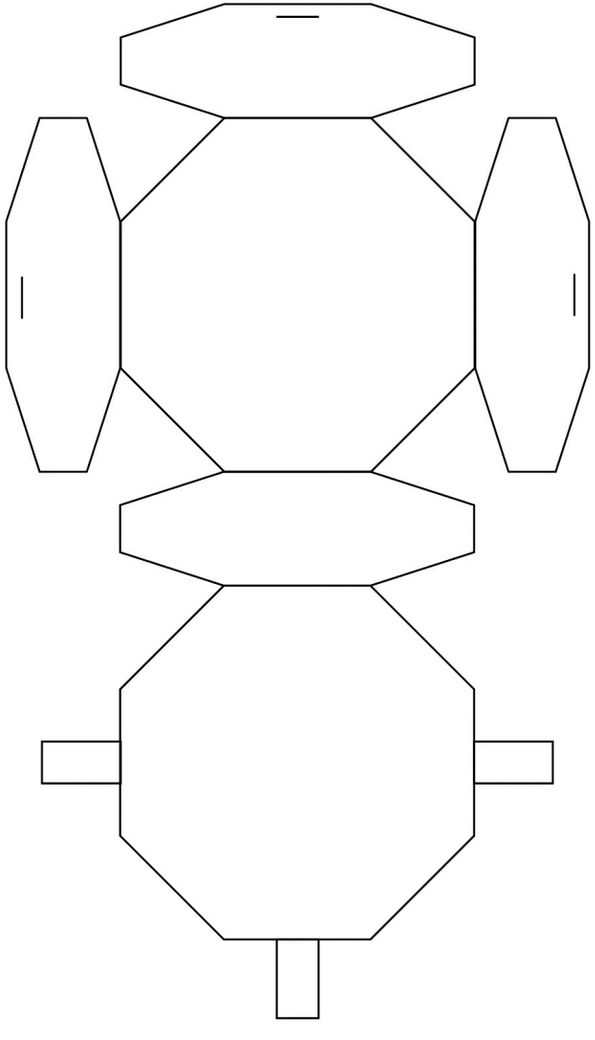


Concept #2 Sketches

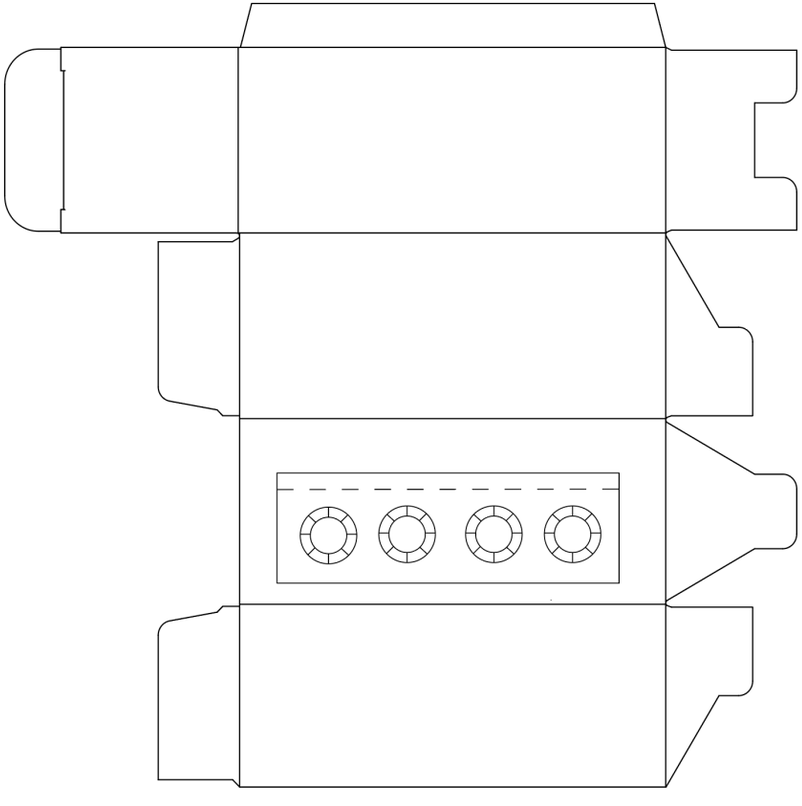


Prelim Ideation & Analysis

Concept #1 Dieline

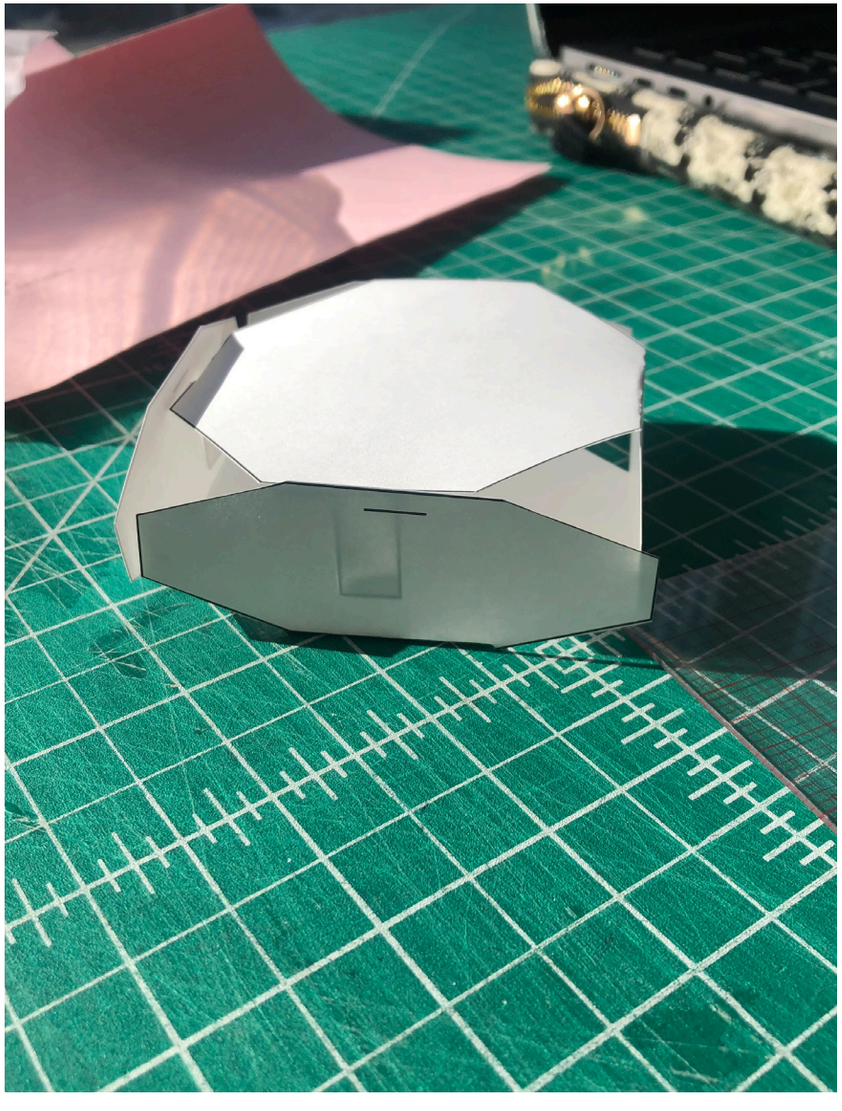


Concept #2 Dieline

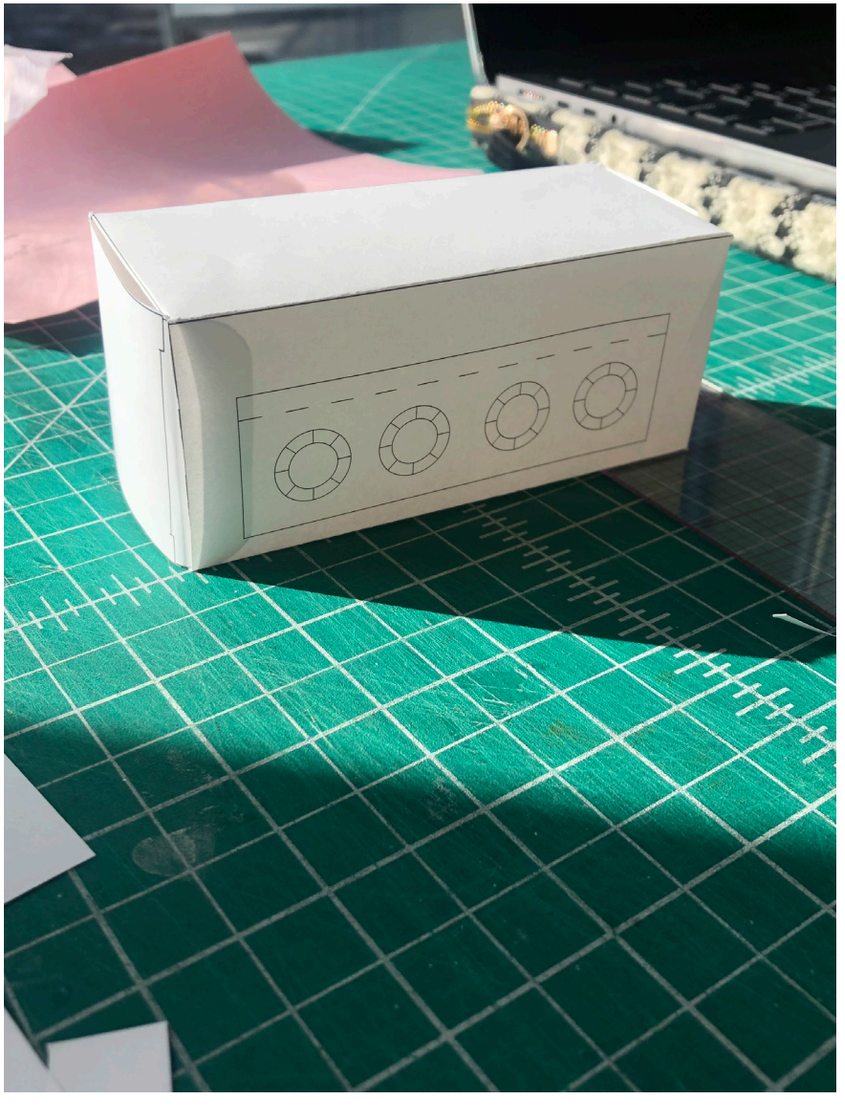


Prelim Ideation & Analysis

Concept #1 3D Assembly



Concept #2 3D Assembly



Prelim Ideation & Analysis

Concept #1 SWOT

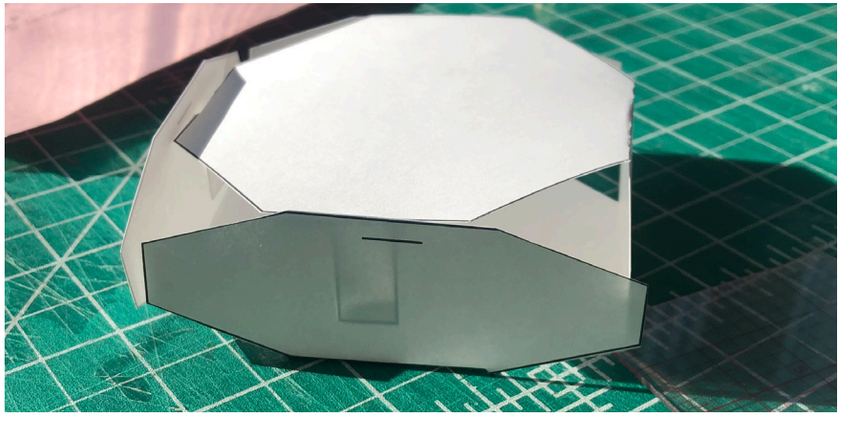
Strengths
- More sustainable due to minimal packaging
- Easily stackable and transportable
- Lots of space on panels
- Simple design and easy to construct

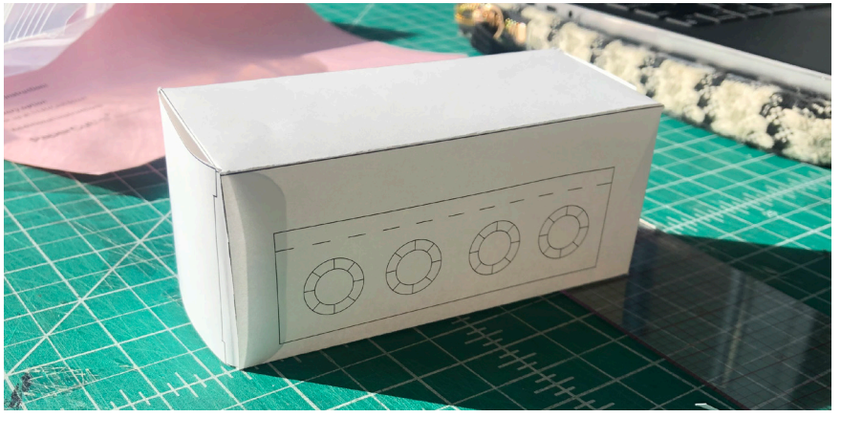
Weaknesses
- Not enough support to hold jars
- Product is not very visible, must rely on outer packaging
- Closure lines are in the wrong placement
- Closure lips could be more secure and stable

Concept #2 SWOT

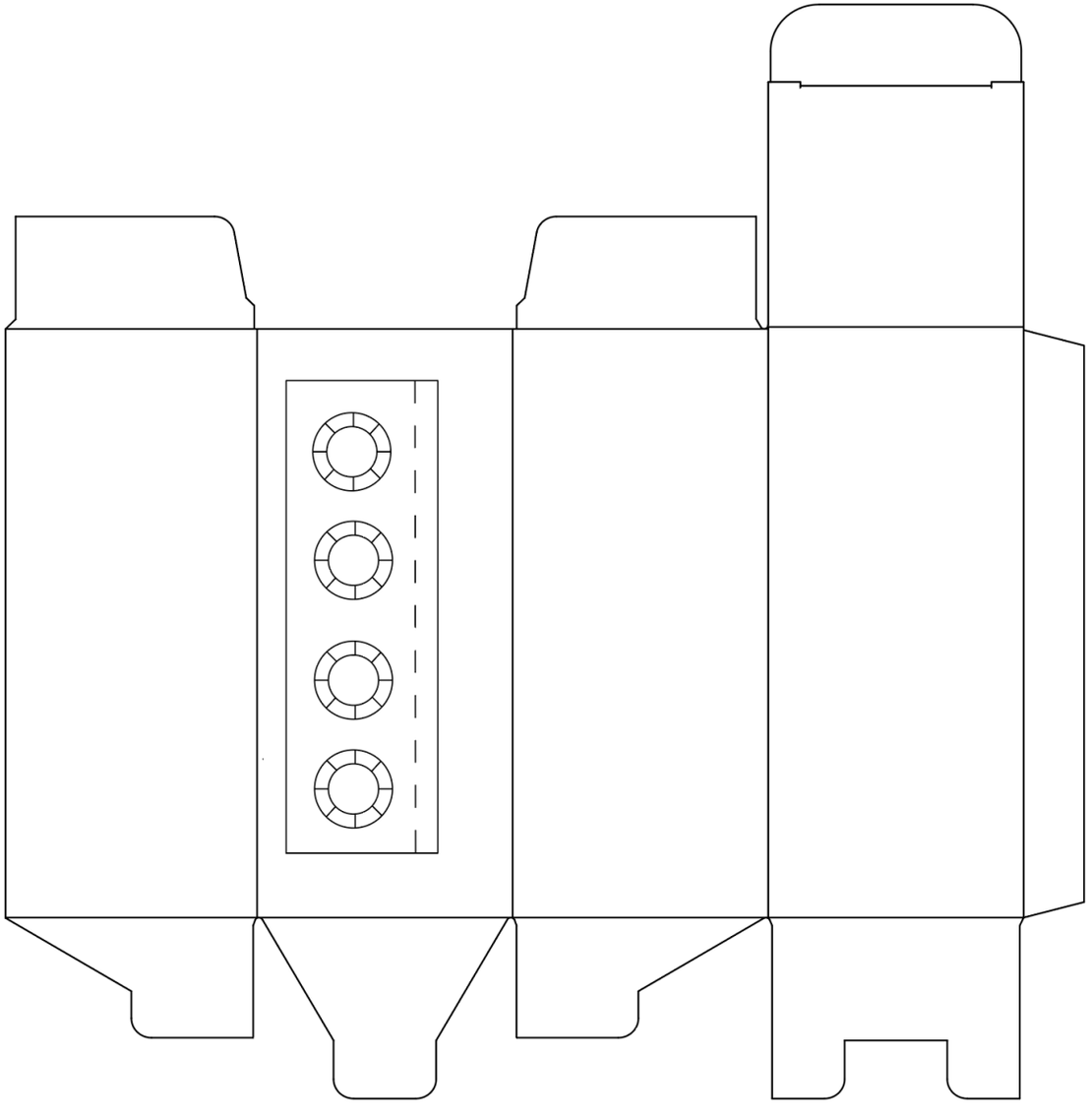
Strengths
- Product is very visible to consumer
- Easily stackable and transportable
- Sturdy packaging
- One large cutout on front panel creates a simpler design
- Consumer can feel product

Weaknesses
- More material needed to construct shape
- Minimal space on panels for information and designs (especially the front panel)
- Need more support to prop up jars (diecut for jars)

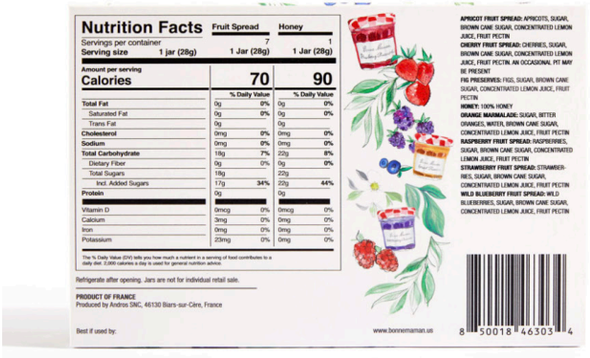




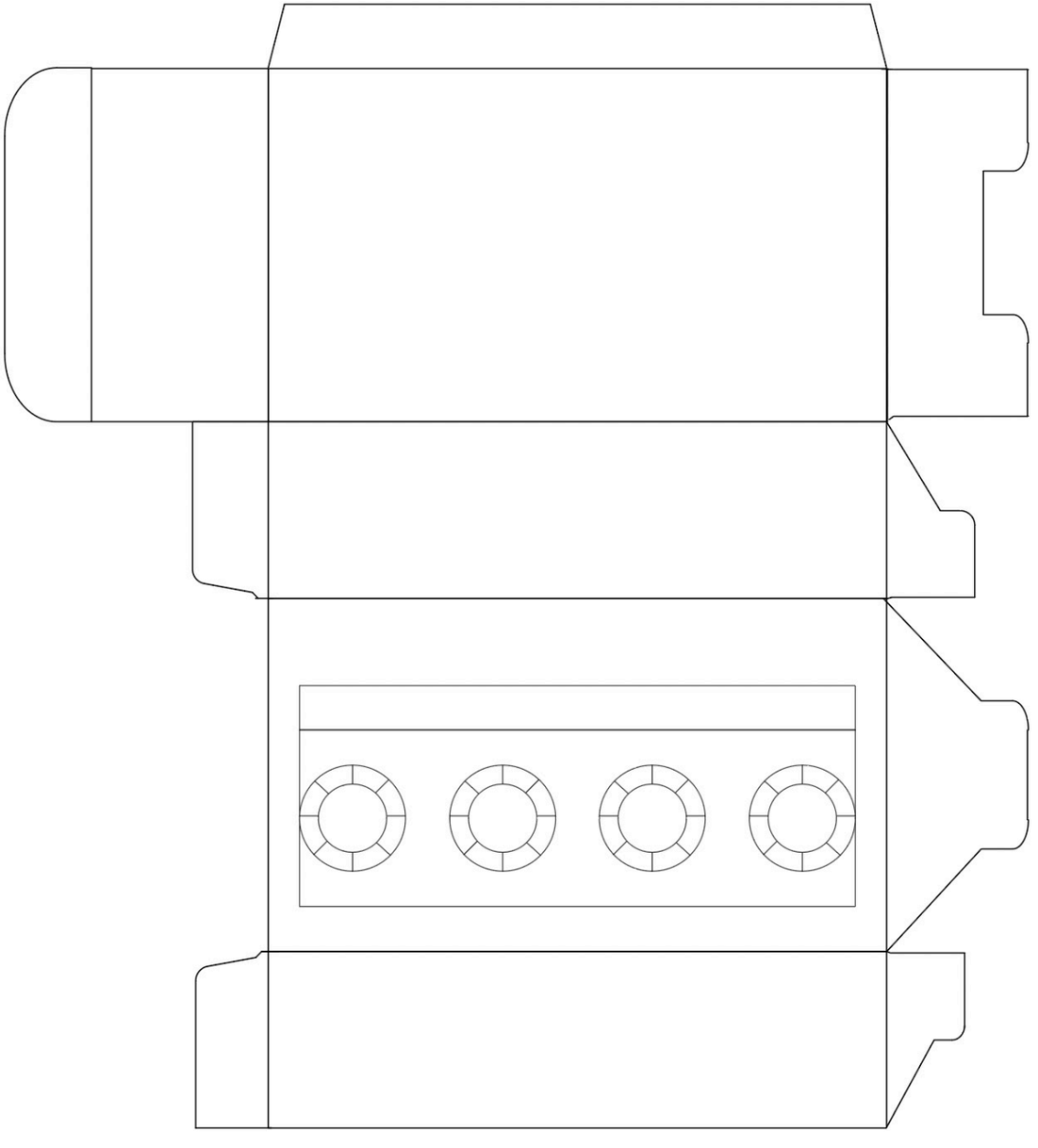
Chosen Packaging Concept



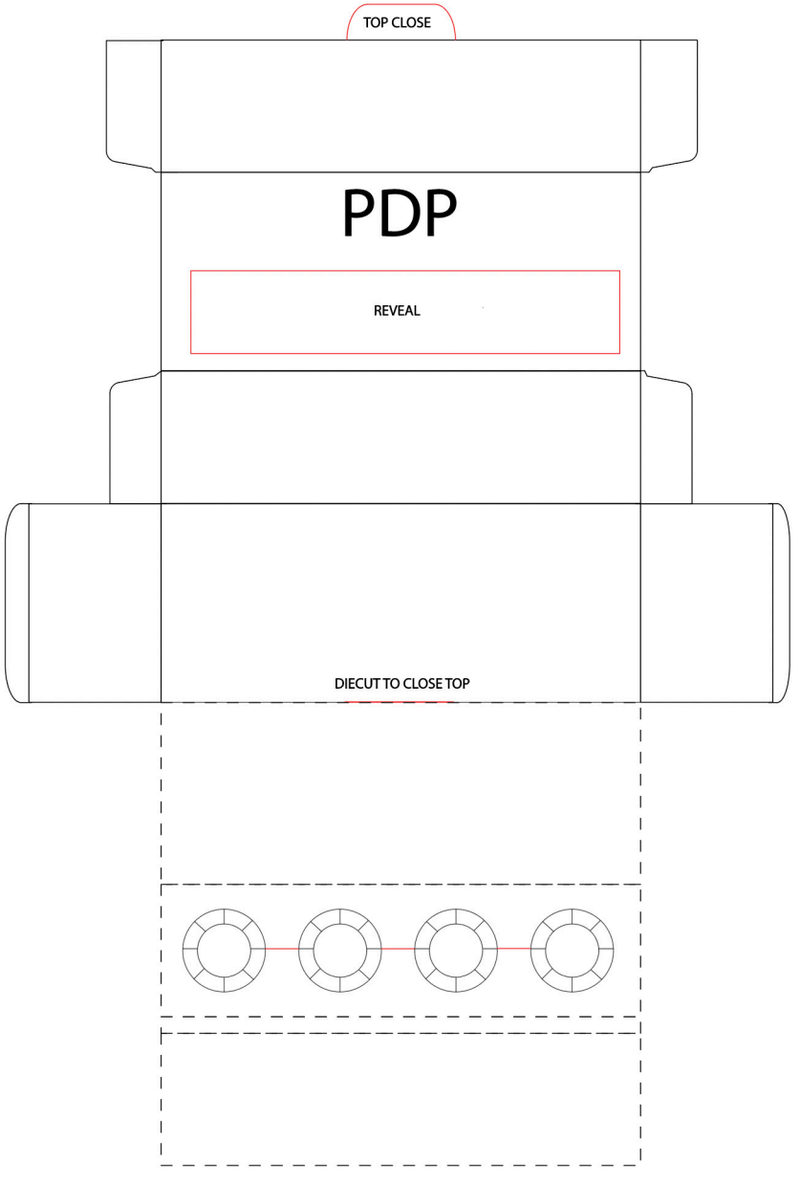
Packaging Graphics Inspiration



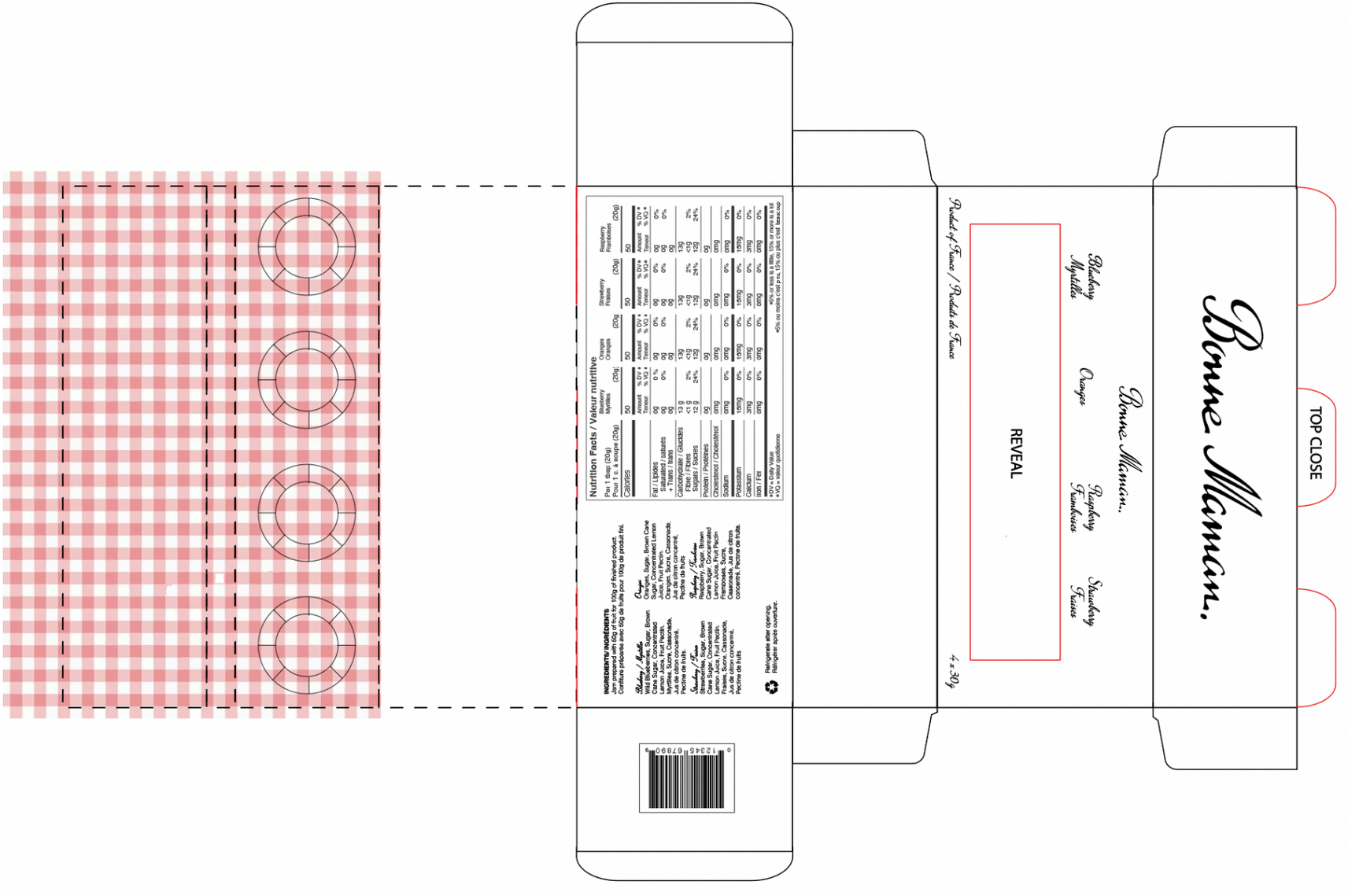
Dieline Evolution



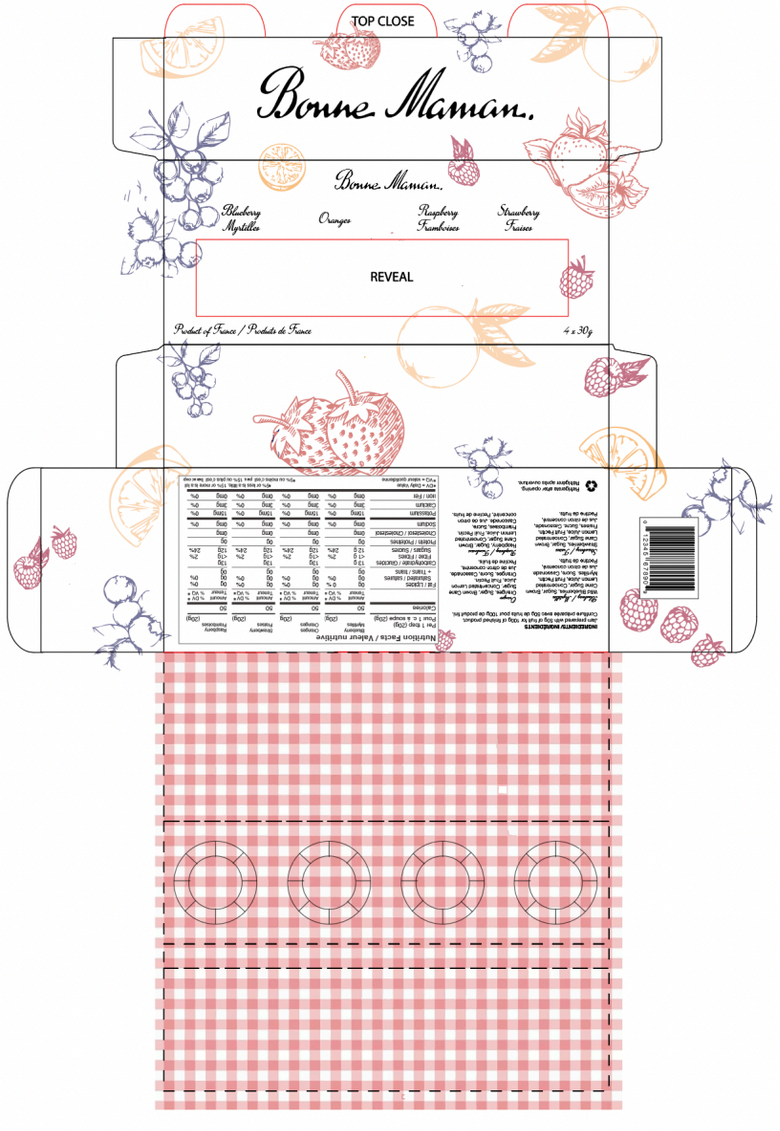
Dieline Evolution

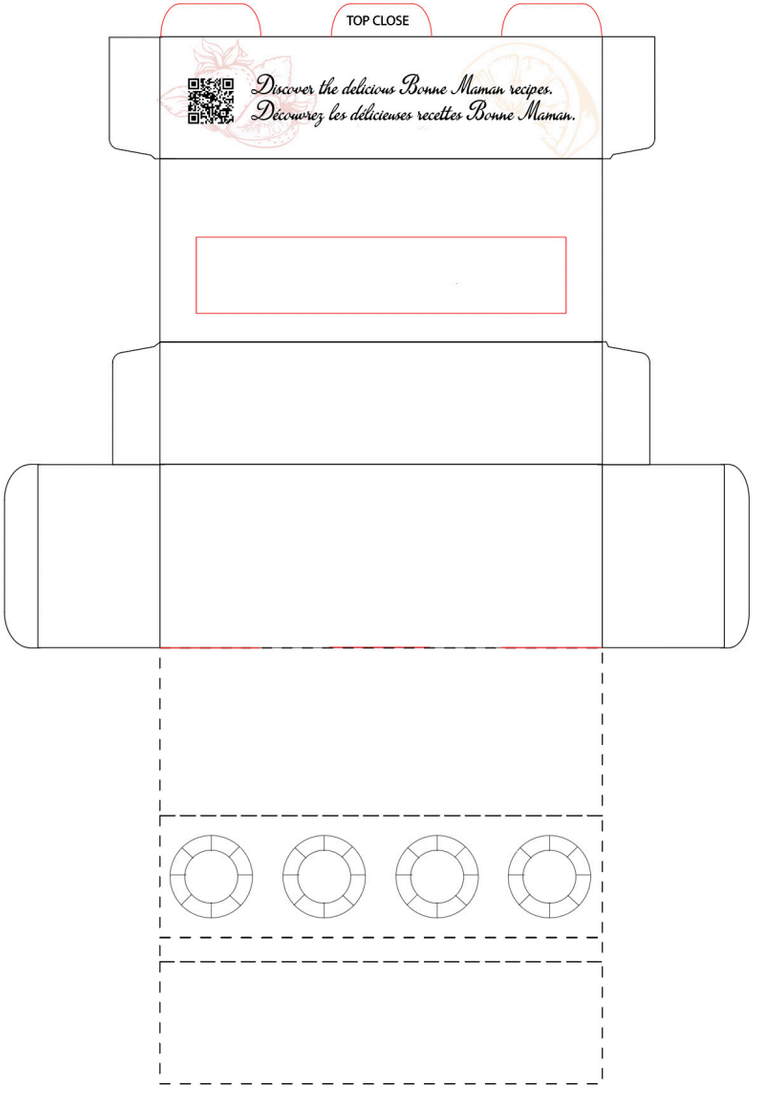


Dieline Evolution

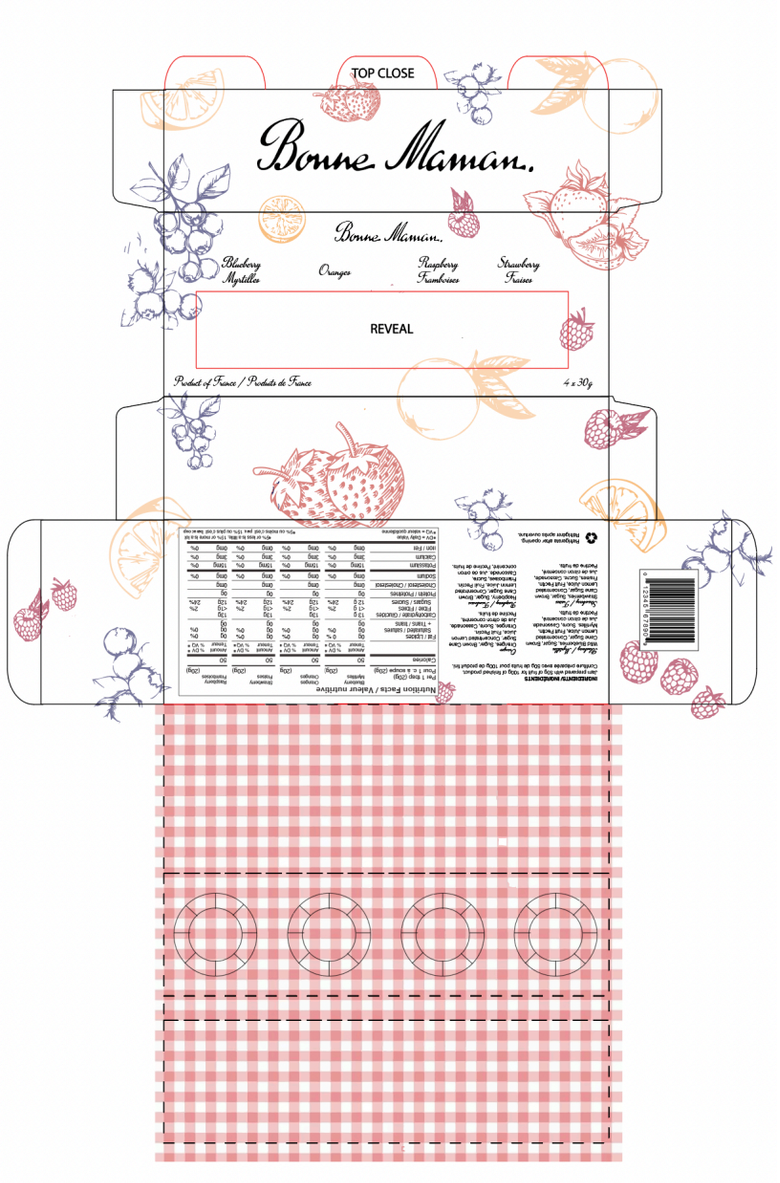


Dieline Evolution

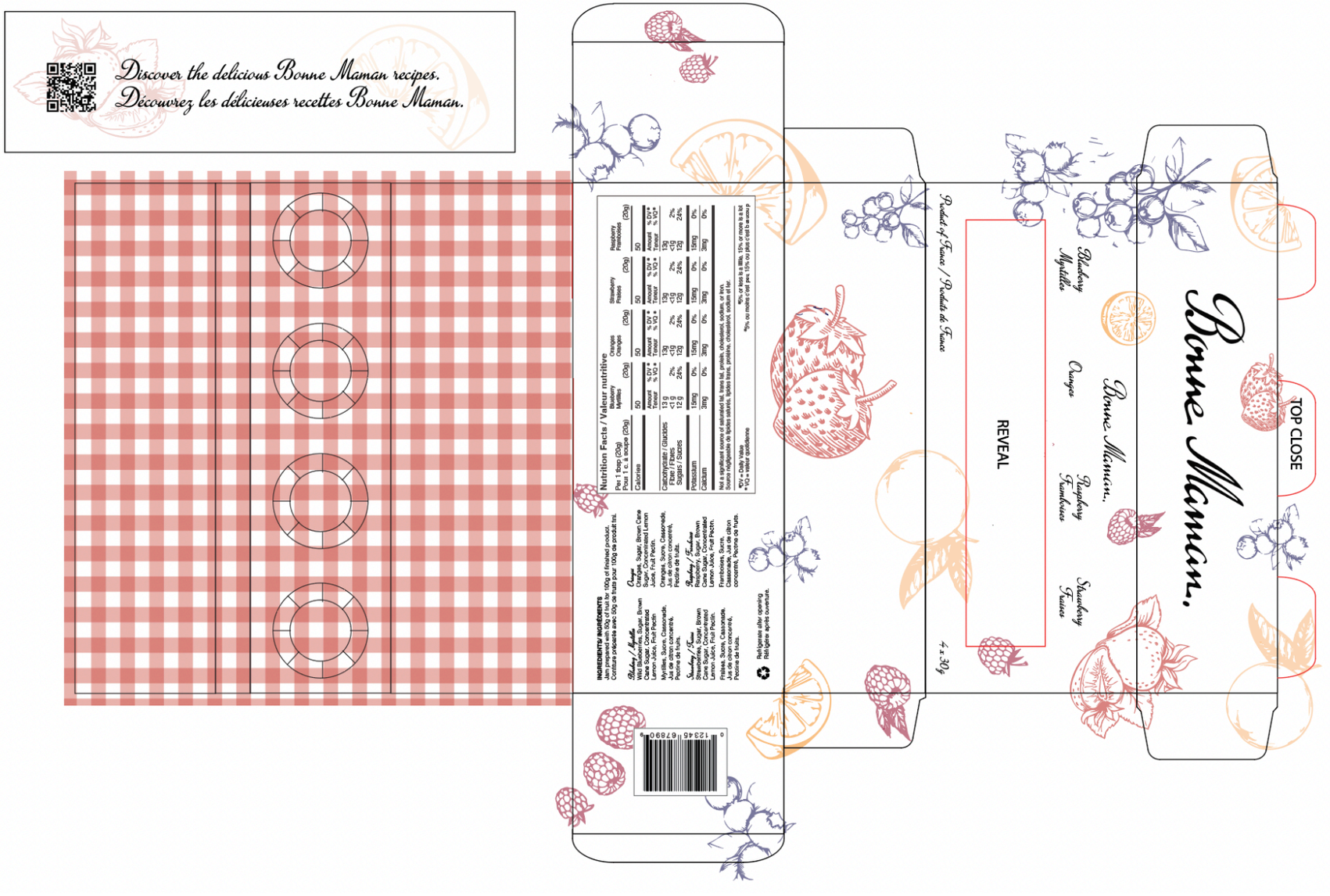




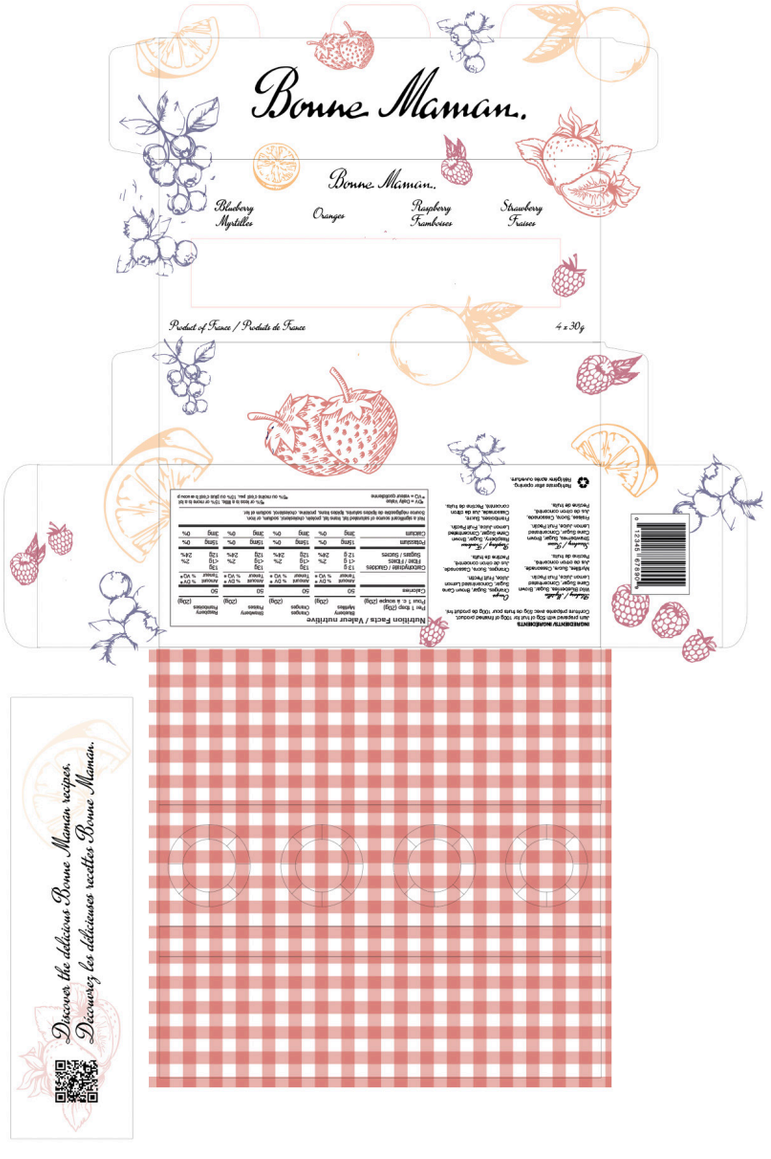
Dieline Evolution

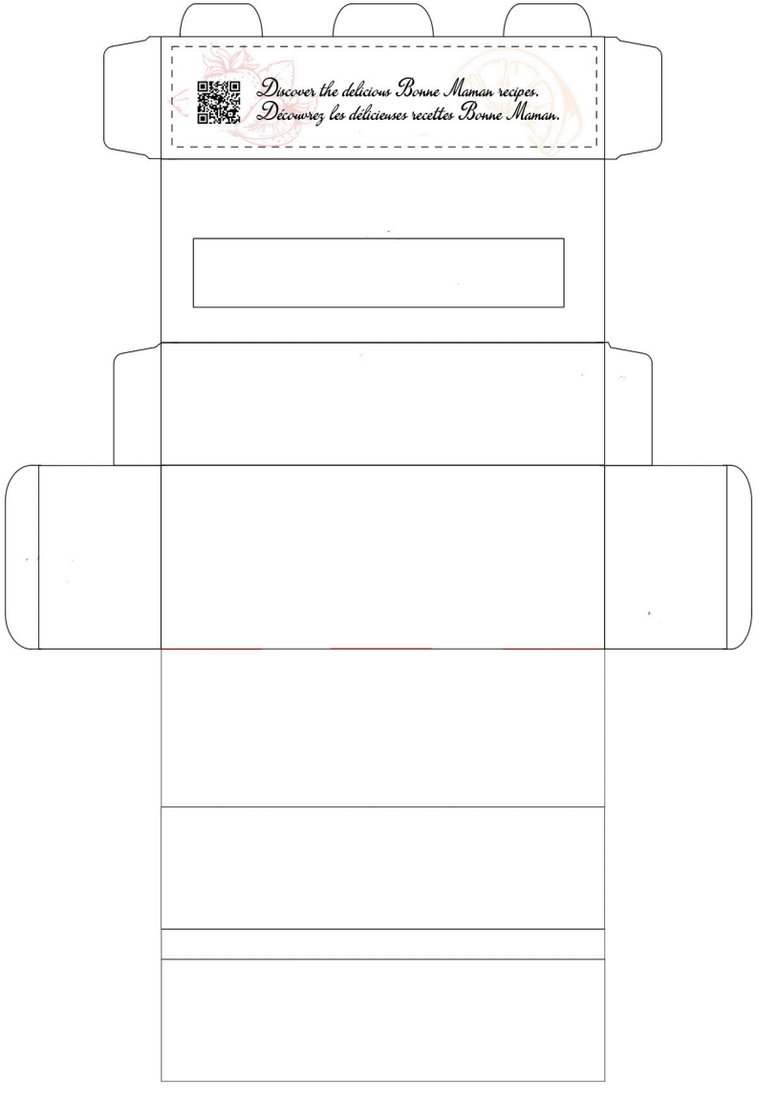


Dieline Evolution

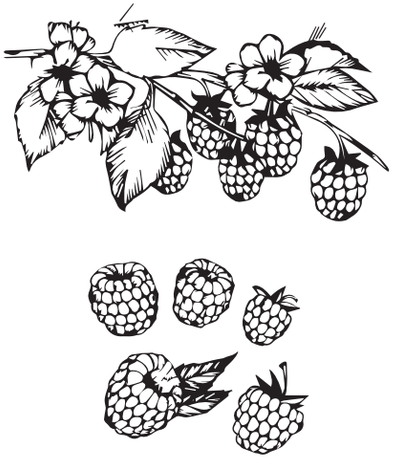


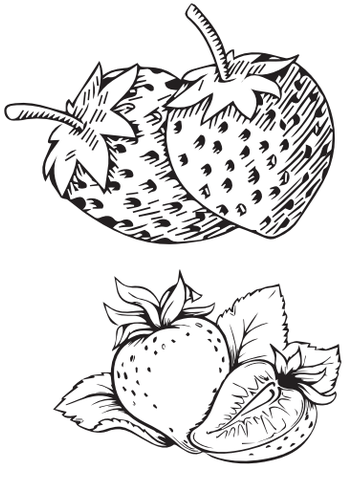
Dieline Evolution

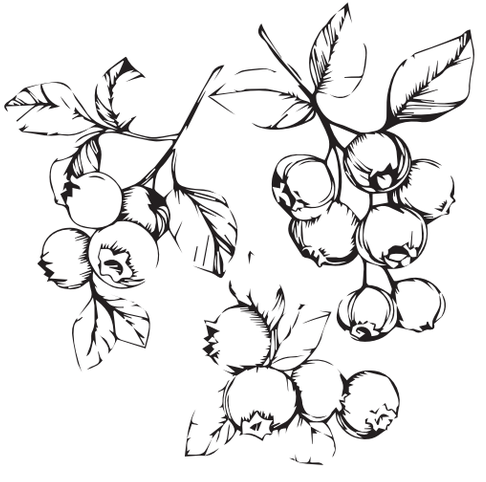




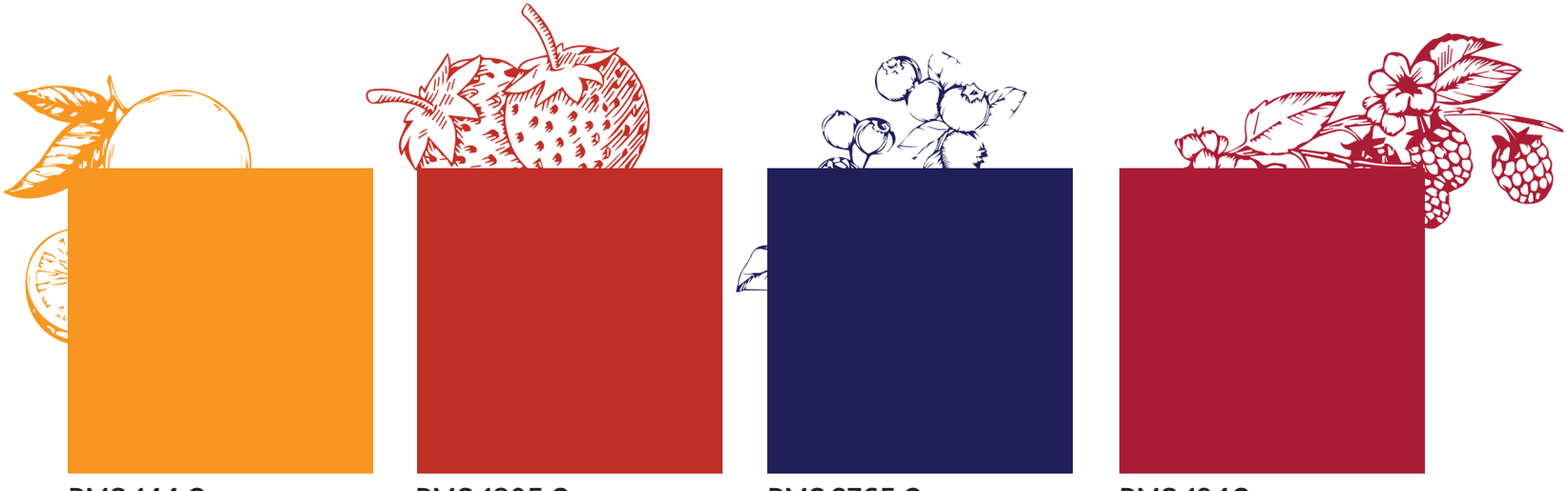
Graphics & Colour







Graphics & Colour



PMS 144 C

PMS 1805 C

PMS 2765 C

PMS 194C

Other Visual Elements

INGREDIENTS/ INGRÉDIENTS
Jam prepared with 50g of fruit for 100g of finished product.
Confiture préparée avec 50g de fruits pour 100g de produit fini.

Blueberry / Myrtilles
Wild Blueberries, Sugar, Brown Cane Sugar, Concentrated Lemon Juice, Fruit Pectin.

Myrtilles, Sucre, Cassonade, Jus de citron concentré, Pectine de fruits.

Strawberry / Fraises
Strawberries, Sugar, Brown Cane Sugar, Concentrated Lemon Juice, Fruit Pectin.

Fraises, Sucre, Cassonade, Jus de citron concentré, Pectine de fruits.

Oranges
Oranges, Sugar, Brown Cane Sugar, Concentrated Lemon Juice, Fruit Pectin.

Oranges, Sucre, Cassonade, Jus de citron concentré, Pectine de fruits.

Raspberry / Framboises
Raspberry, Sugar, Brown Cane Sugar, Concentrated Lemon Juice, Fruit Pectin.

Framboises, Sucre, Cassonade, Jus de citron concentré, Pectine de fruits.

Refrigerate after opening.
Réfrigérer après ouverture.

Nutrition Facts / Valeur nutritive

Per 1 tbsp (20g) Pour 1 c. à soupe (20g)	Blueberry Myrtilles (20g)		Oranges Oranges (20g)		Strawberry Fraises (20g)		Raspberry Framboises (20g)	
Calories	50		50		50		50	
	Amount Teneur	% DV * % VQ *	Amount Teneur	% DV * % VQ *	Amount Teneur	% DV * % VQ *	Amount Teneur	% DV * % VQ *
Carbohydrate / Glucides	13 g		13g		13g		13g	
Fibre / Fibres	<1 g	2%	<1g	2%	<1g	2%	<1g	2%
Sugars / Sucres	12 g	24%	12g	24%	12g	24%	12g	24%
Potassium	15mg	0%	15mg	0%	15mg	0%	15mg	0%
Calcium	3mg	0%	3mg	0%	3mg	0%	3mg	0%

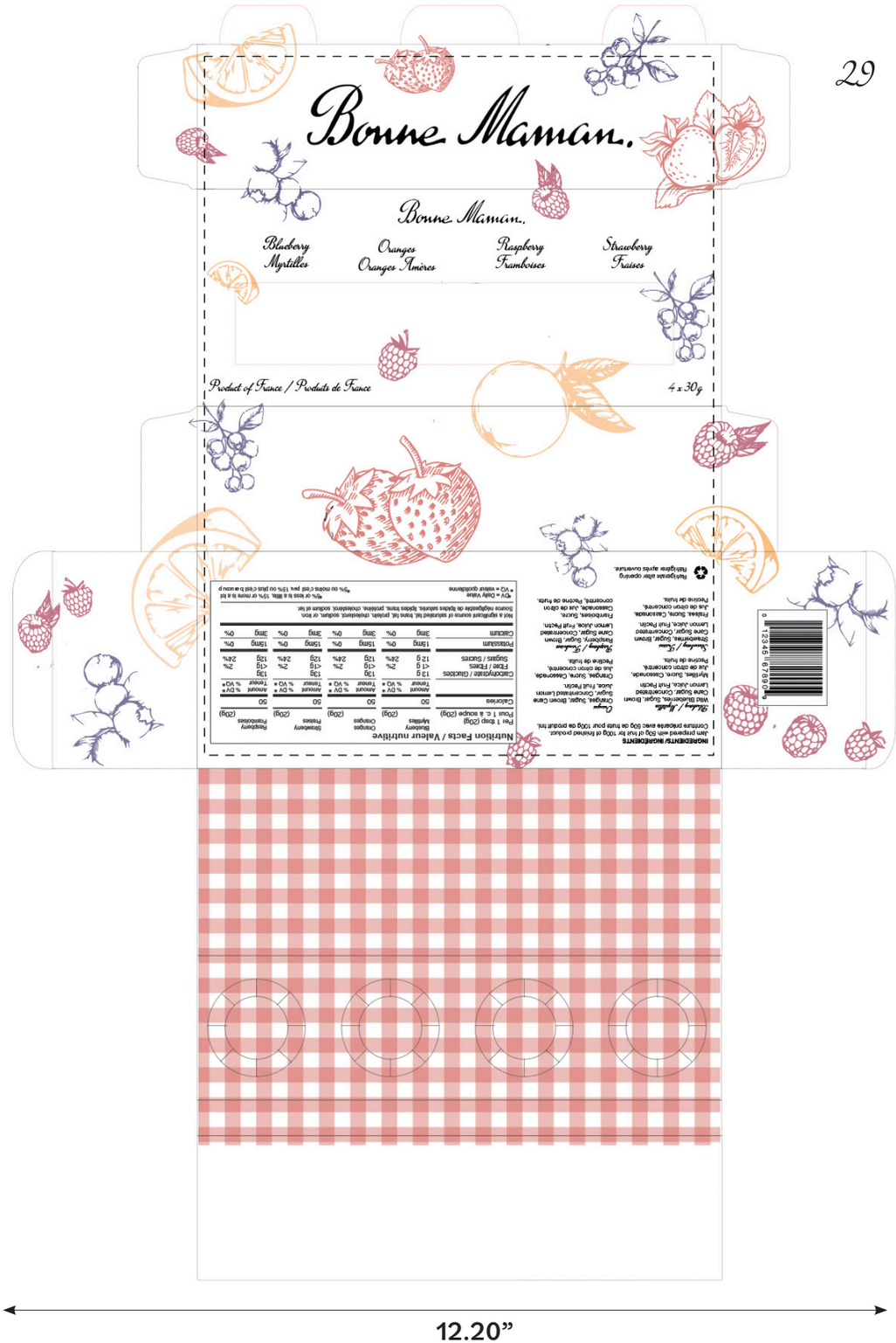
Not a significant source of saturated fat, trans fat, protein, cholesterol, sodium, or iron.
Source négligeable de lipides saturés, lipides trans, protéine, cholestérol, sodium et fer.

*DV = Daily Value
* VQ = valeur quotidienne

*5% or less is a little, 15% or more is a lot
*5% ou moins c'est peu, 15% ou plus c'est beaucoup

Final Dieline (outside)

PROJECT	PROJECT 1
CLIENT	BONNE MAMAN
FORMAT	12.20 x 17.60 INCHES
VARIETY	4-FLAVOUR TESTERS
SUBSTRATE	COUGAR COVER
PROGRAM	ADOBE ILLUSTRATOR
COLOUR	BLACK WHITE PMS 194C PMS 2765C PMS 1805C PMS 144C
DATE	27 FEB 2023
DESIGNERS	B. VISCONTI & L.TUNSTALL
CONTACT	3175189@OCADU.CA



TRIM

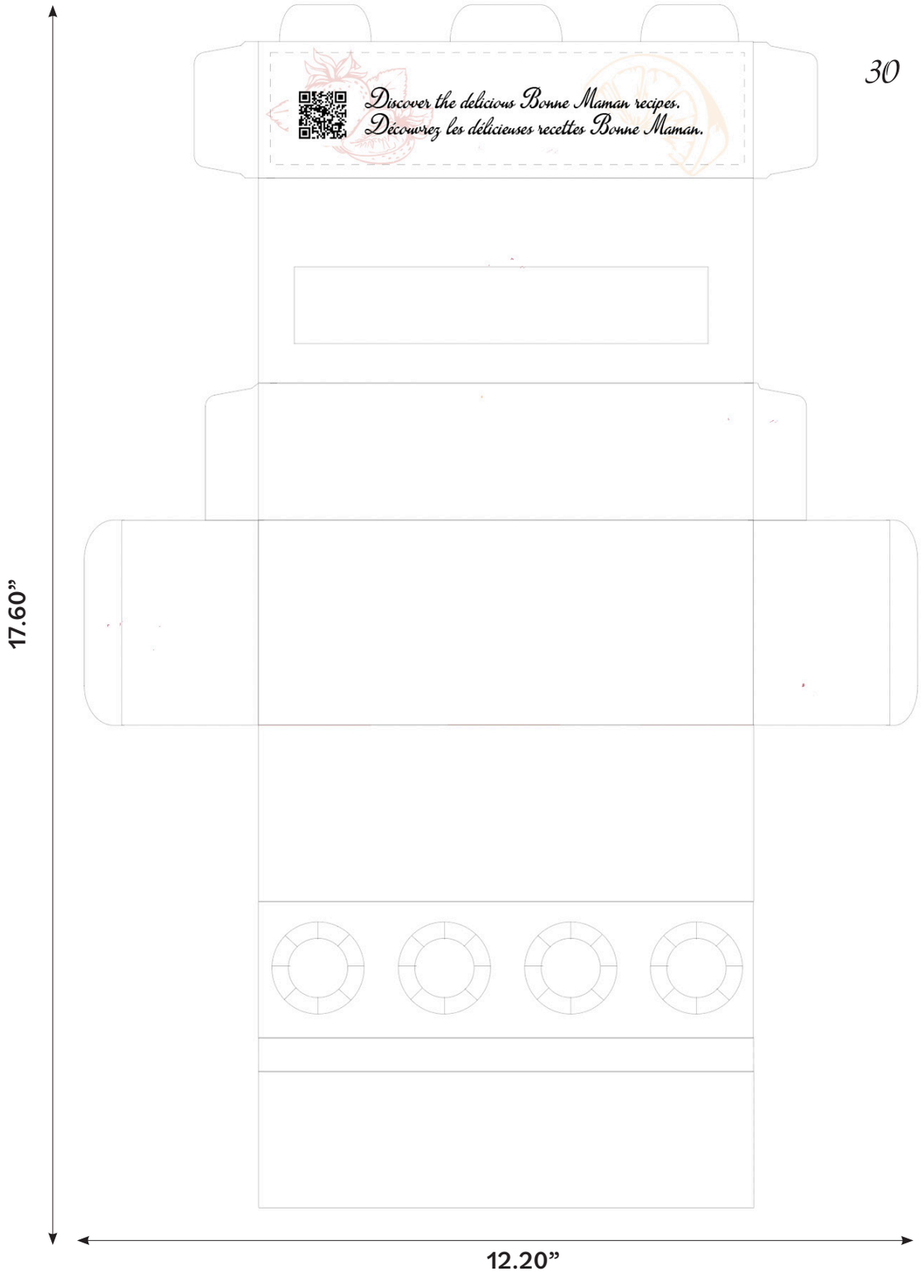
SAFETY ZONE

Final Dieline (inside)

PROJECT	PROJECT 1
CLIENT	BONNE MAMAN
FORMAT	12.20 x 17.60 INCHES
VARIETY	4-FLAVOUR TESTERS
SUBSTRATE	COUGAR COVER
PROGRAM	ADOBE ILLUSTRATOR
COLOUR	BLACK WHITE PMS 194C PMS 2765C PMS 1805C PMS 144C
DATE	27 FEB 2023
DESIGNERS	B. VISCONTI & L.TUNSTALL
CONTACT	3175189@OCADU.CA

TRIM

SAFETY ZONE



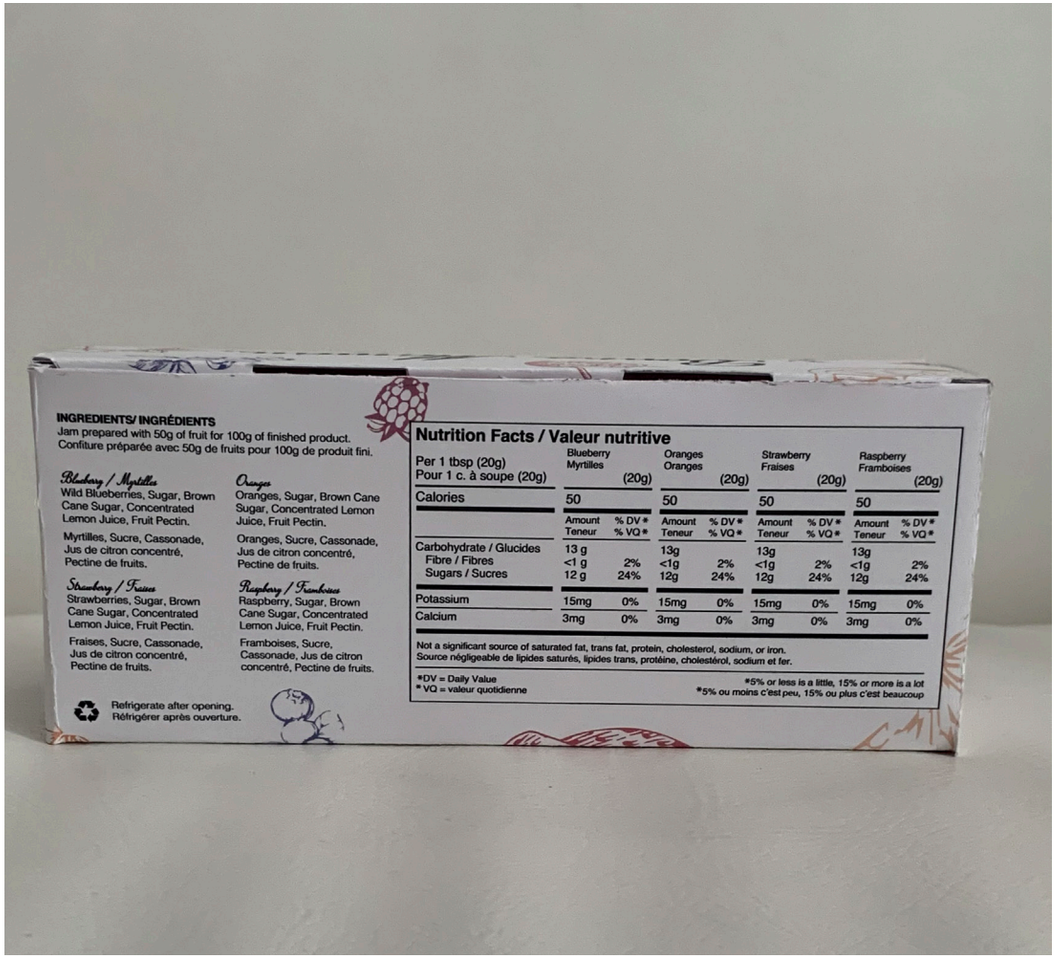
Electronic Assembly (front)

Electronic Assembly (back)

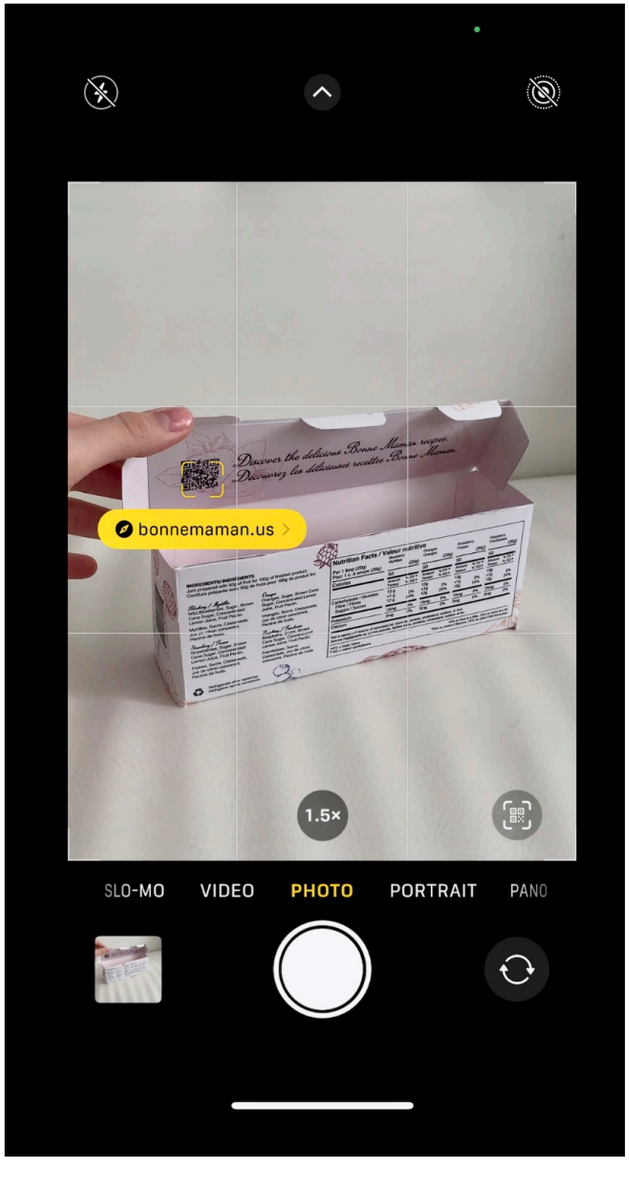
3D Prototypes

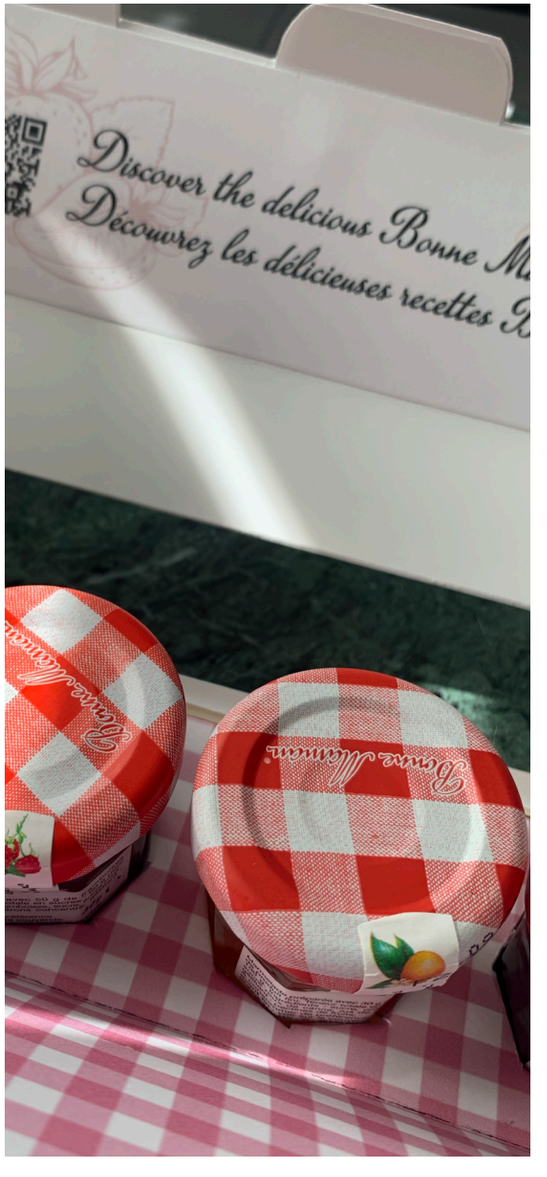
3D Prototypes

3D Prototypes



3D Prototypes






Bonne Maman.