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Punching through the supermarket clutter

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SunRice Global Kitchen is a range of pre-prepared rice meals from around the world that's ready to eat after 30 seconds in the microwave. Nice idea...that so many companies have had. The ready meal category is aggressively competitive. Even the smaller microwave rice section is crowded.

The ready meal and meal base shelves in supermarket are full of brands shouting loudly. So Boxer and Co was given the job of giving SunRice Global Kitchen a more effective voice and of re-invigorating the whole brand's appeal.



The pouch pack gives the range a new sense of convenience. Its central circular globe device demonstrates the variety and authenticity of the flavours within the range. This also works as a neat holding device for information and creates a strong pack architecture. Ingredient cameos, mixed with cultural items, form a circular montage around the globe to increase visual impact and draw attention to the real food ingredients within.

The black background is consistent across all packs and gives gourmet cues as well as shelf blocking. Subtle cultural patterns in the black background add further authenticity to the offering.

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