Objective
In April 2016 Logos was contracted for a multi-year initiative by the SUNY Research Foundation to create posters and shelf tags for grocery stores in and around the Sidney, Otego, and Unadilla communities.

In the first phase of the project Logos researched the client base and designed marketing collateral aimed at introducing healthy food options to children and adults that patronize grocery stores in the targeted area.

In the second phase of the project the aim will be to place similar marketing collateral for schools surrounding the impacted grocery stores to improve the types of foods children are choosing to eat on daily basis.

Target Audience
New York state residents living in rural communities with a median household income at or below the state average of $59,269* - Females that patronize local grocery stores - Females with school-aged children - School-aged children

Funding Source
The New York State Department of Health

Design Decisions
The original intent of the project was to photograph fresh produce in a style akin to advertising campaigns in stores such as Hannaford and Wegmans. Upon further analysis, our research team realized that colorful photographs would merely serve as decorations inside the stores and would not have the intended impact. Generally, the existing store advertisements feature text-heavy designs with a limited red/yellow color palette. In addition, after researching target demographics it became apparent that customers would not be accustomed to seeing photographic advertisements in rural stores. The team determined that an alternate design approach would be more beneficial to the project.

Instead of photographs, as one would see in Hannaford or Wegmans, Logos concluded that colorful, simple illustrations of fresh fruits and vegetables would be more noticeable and exciting to children shopping with their parents. Fruits and vegetables are generally not advertised inside grocery stores. Therefore, the hope is that an eye-catching, illustrative approach will make consumers take notice of these items.

Additionally, pairing simple slogans such as Think Sweet! Think Crunchy! Think Veggies! What’s in Your Basket?, Take & Make and Grab & Go were added to the illustrations to make this initiative more identifiable and memorable to busy shoppers. To round out the collateral created for stores, Logos designed a series of shelf tags to accompany the posters. These pieces followed the same design specifications with simple information to help busy shoppers choose healthier options; specifically calling attention to canned foods packed in water or light syrup, low sodium alternatives and foods made with whole grains. These tags utilize the slogan Best Choices.

*Source: https://www.census.gov/quickfacts/table/INC110215/36

Designers and Research Team
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FRUITS

GRAB & GO

Think Sweet! Think Tempting! Think Fruit!
What’s in your Basket?
VEGETABLES
TAKE & MAKE

Think Sweet! Think Crunchy! Think Veggies!