

## CPC INTERNATIONAL 1979-1987

### **GOLDEN GRIDDLE REDESIGN 1982-1983**

Although Golden Griddle Pancake Syrup was holding a relatively steady share of market, major competitors, such as Log Cabin and Aunt Jemima were giving it steady competition.

A new product manager decided to see if he could help improve sales with a revised package design / stronger shelf image.

Senior management felt strongly that a graphic representation of a griddle, such as was already in use, was absolutely necessary to preserve the image.

SLIDE 1

IKA researched the market and the closest competition carefully. The designer attempted various approaches: appetite appeal, quality indicated by the use of gold foil; indication of early American heritage, and others.

SLIDES 2-34

The final solution on which management agreed was very close visually to the existing. The design was simplified, eliminating a distracting hard edge line between the red and yellow on the background plus simplification and much easier legibility of the product name.

SLIDES 34-35

Although there was no formal research done, the new design was compared to each of the major competition, singly and in group.

SLIDES 36-44

The product was also informally tested on the shelf in supermarkets.

SLIDE 45

Final production.

SLIDE 46

**Written materials, original comprehensive designs and final product available at Hagley Museum and Library, Wilmington, Delaware 19807, U.S.A.**











