

Consumer Packaging Competitive Analysis**for Cooking Light**

Cooking Light[®]

Introduction

The following document reviews the brand identities and packaging strategies of six different “cooking lifestyle” brands currently placed within the market. The brands reviewed and discussed in this document are: Food Network[™], Martha Stewart[™], Paula Deen[™], Giada De Laurentiis[™] for Target, Rachael Ray[™] and Mario Batali[™]. Each brand is profiled individually and measured against strengths, weaknesses, instore presence and ancillary support; online/offline media.

Food Network™

Retailer(s): Kohls

Brand Description

Food Network™ branded products, exclusively for Kohls, claim to be personally selected by FN's extensive stable of professional celebrity chefs (The PROS). Food Network™ items instantly come with a built-in seal of approval, and written statements on why. *Product Categories: Flatware, serveware, drinkware, table linens, cookware, bakeware, cutlery, tools, gadgets, electrics, storage.*

Packaging Overview

The packaging for Food Network™ items accurately reflects the network's on-air identity: Contemporary, engaging, semi-glossy and full of personalities (the PROS). The packaging's brand identity is dominated by a bright green apple color palette, tempered by mostly utilitarian product photography.

Packaging Strengths

- Leverages their celebrities very well. Present on each package, a "What The PROS Know" call out, providing "tips" on the item's use.
- Also present, a product specific "Why We Love it" call out supporting the PROS' advocacy.
- Large, sans serif font treatment for titling provides clarity and consumer understanding.
- Eco-friendly, ancillary line called "Cooking Green", distinguishes FN from competitors.

Packaging Weaknesses

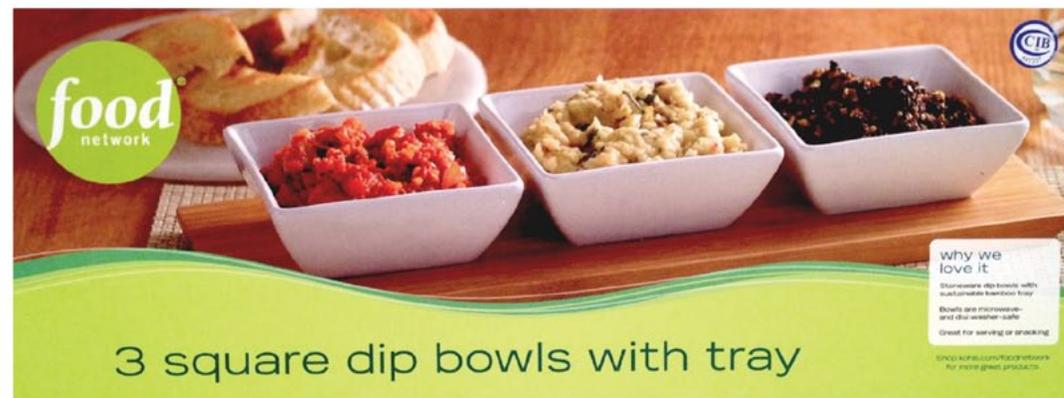
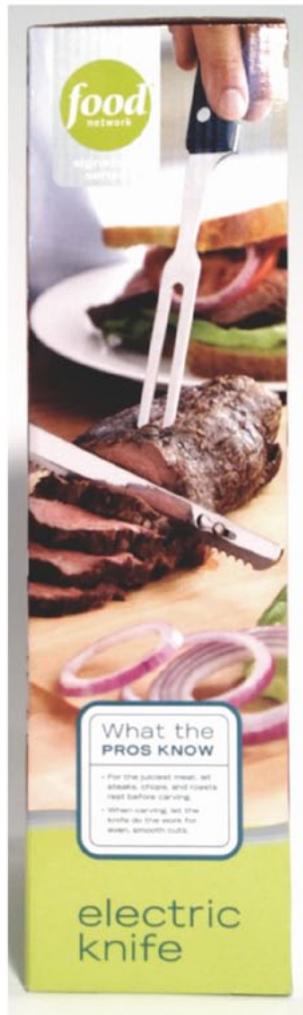
- Photography is pretty straightforward, utilitarian compared to similarly positioned brands.

InStore Presence

Each aisle section is framed by rich walnut wood veneer, allowing "GDL for Target" packaging's bright colors to launch themselves towards shoppers.

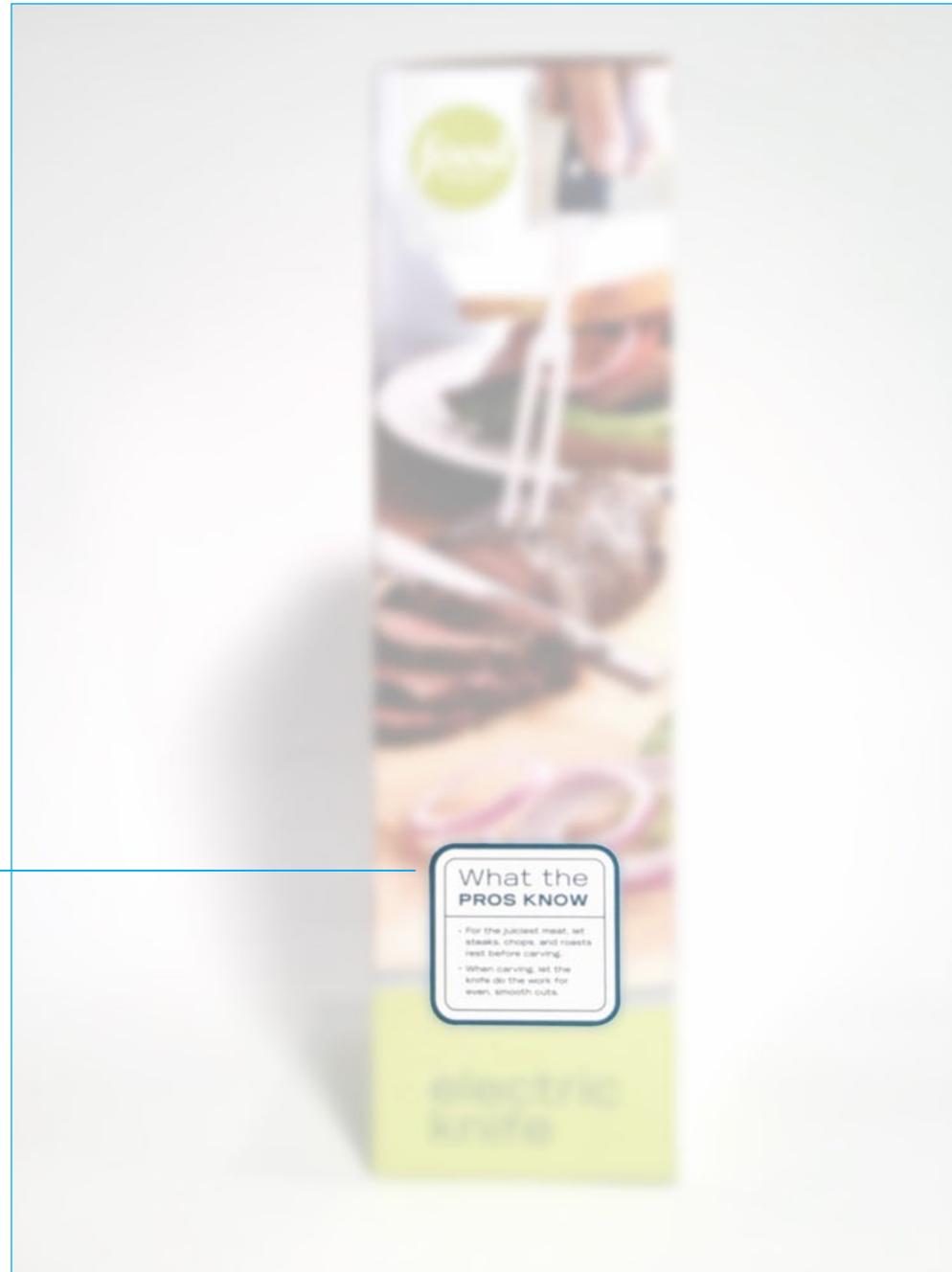
Online/Broadcast Presence/Support

Kohls.com, FoodNetwork.com, Food Network (Broadcast)









*Inspirational call out:
What The Pros Know.
Offers tip &, ideas relating
to the specific product.*





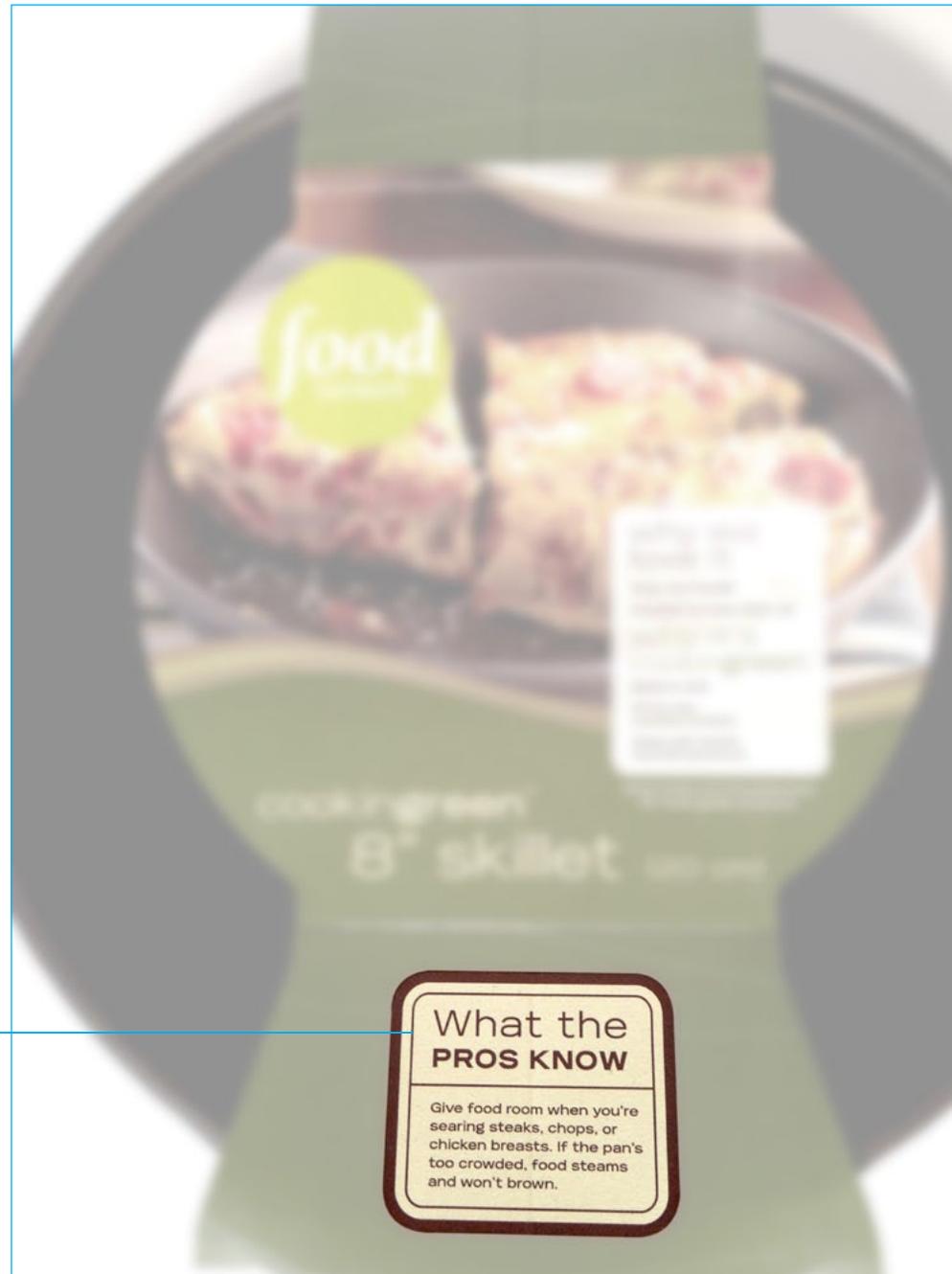






*Benefits call out:
"Why We Love It"
Underscores key features.*





*Inspirational call out:
What The Pros Know.
Offers tip &, ideas relating
to the specific product.*

**What the
PROS KNOW**

Give food room when you're searing steaks, chops, or chicken breasts. If the pan's too crowded, food steams and won't brown.









Martha Stewart Collection™

Retailer(s): Macys

Brand Description

The Martha Stewart Collection™ (MSC) for Macys offers clever and fresh Cooking and Entertaining merchandise (among others). The Collection leverages Martha's well known and trusted brand that's fed to viewers and readers through its multi-pronged publishing platform of internet, broadcast and print media. *Product Categories: An enormous range of items within two main categories; cooking and entertaining (recipes, techniques, and indoor and outdoor entertaining) both hard and soft product.*

Packaging Overview

The strength of MSC's packaging is it's relentless use of its signature brand color. MSC's dusty teal brand identity palette blankets large swaths within Macys, immediately identifying Martha's presence to the shopper. Individually, each package conveys a certain preciousness about its item, achieved primarily through tasteful, soft focus product photography and beautifully designed typography.

Packaging Strengths

- Leverages Martha's reputation as a trusted authority for all things entertaining.
- Contains a "Martha's Tips" call out that both educates and inspires the shopper/consumer.
- Easily identifiable. Consistent use of limited palette creates a branding blanket within the retail environment.
- Beautiful photography and typography project a feeling of sophistication to each product.

Packaging Weaknesses

- Not many.

InStore Presence

- Consistent use of Martha's signature brand color creates a branding blanket within the store.

Online/Broadcast Presence/Support

Macys.com, Marthastewart.com, Broadcast television, print media.



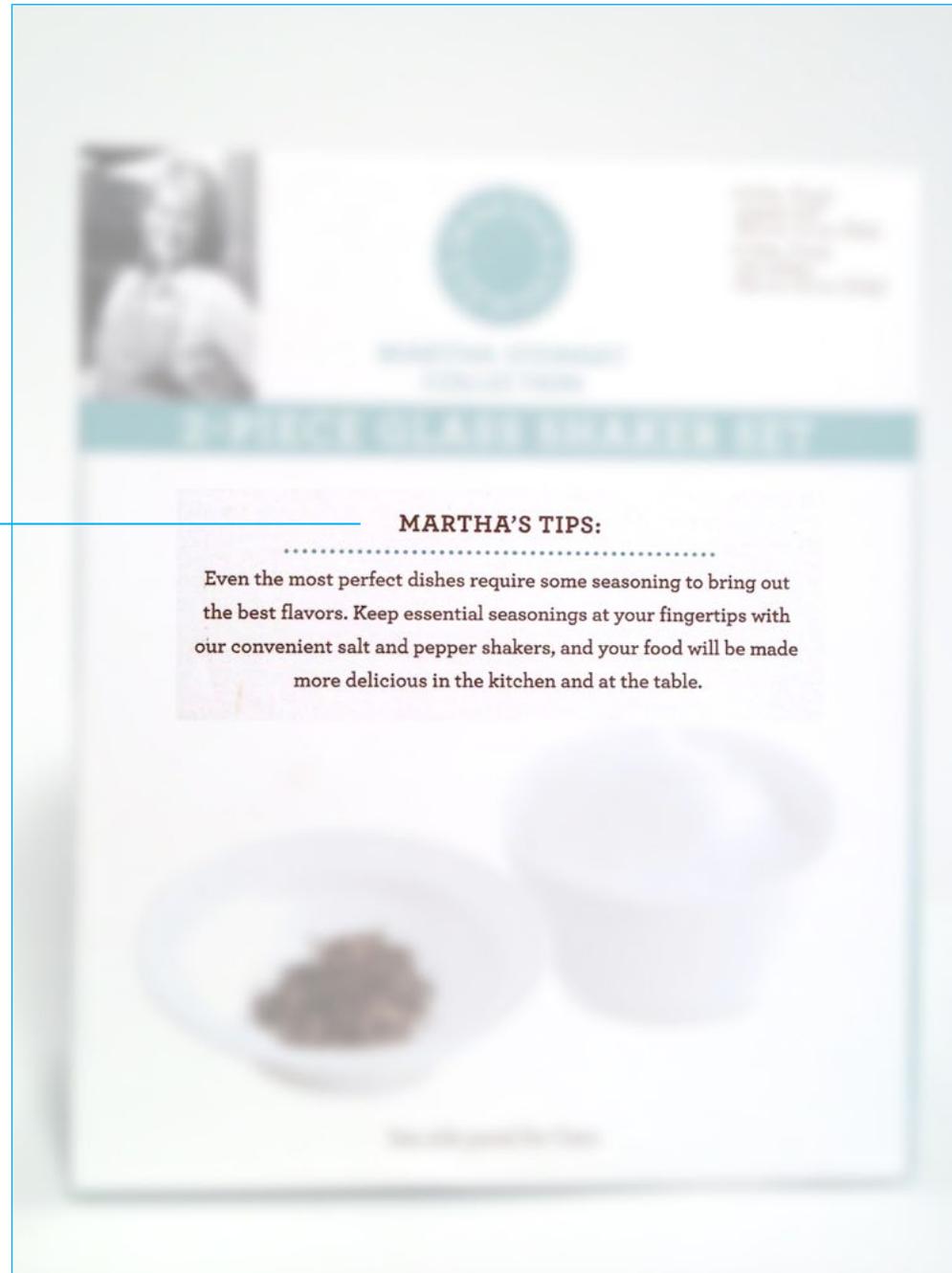
USING DOMES
Cover stands and plates with domes to present desserts, cheese, or fruit beautifully, or to create a decorative vignette with collectibles.







*Inspirational call out:
"Martha's Tips" provides
ideas relating to the
specific product.*





















*Expert Advice:
More authoritative than
Martha's Tips callout, but
provides ideas relating to
specific product.*







Paula Deen™

Retailer(s): JCP, Target

Brand Description

Paula Deen, known at first for her traditional Southern cooking, is now a bonafide American lifestyle icon. The star of two Food Network shows and author of 14 cookbooks, Paula is beloved by millions. The Paula Deen brand also includes 17 different licensees and covers a broad gamut of good living products. *Product Categories: Cookware and dishes, cutlery, assorted food products, sauces, spices and bakery goods.*

Packaging Overview

The Paula Deen brand packaging approach is essentially composed of two lines: Paula Deen Collection and Paula Deen Signature. While each line offers subtle differences to very similar product, the packaging for each line is also very similar. Both lines feature Paula Deen front and center, earthy color palettes and country/folk art icons reminiscent of Paula's Georgia roots.

Packaging Strengths

- If one is a fan of Paula Deen, then her prominently displayed, folksy portrait is a positive image.
- Personal call outs and step by step recipe instructions are offered on most items.

Packaging Weaknesses

- Each collection has very similar colors and layout to the point that it's very difficult to distinguish one from the other.
- Inconsistency in treating Paula's image across lines.
- Typography lends itself to potentially confusing consumers versus aiding in understanding.

InStore Presence

Compared to other competing brands, the Paula Deen branded items present as bland and conservative. However, Paula Deen's "your friend in the kitchen" image comes across and is less intimidating.

Online/Broadcast Presence/Support

pauladeen.com, Foodnetwork.com, Food Network (2 shows), Paula Deen Magazine, 16 cookbooks









Giada De Laurentiis™

Retailer(s): Target

Brand Description

The Giada De Laurentiis for Target collection offers an assortment that ranges from pasta sauces and flavored coffee to kitchen essentials, such as stainless steel cookware, ceramic bake ware and nylon tools, all designed with the at-home cook in mind. The collection captures Giada's signature style with a fresh, modern twist on the tools, gadgets and food needed to make easy and affordable meals everyday. *Product Categories: Cookware, bakeware, cutlery, tools, gadgets, pasta sauces, flavored coffee*

Packaging Overview

As one can expect from Target™, clean lines, crisp photography and punchy color (seafoam green & coral pink) define the packaging direction for The Giada De Laurentiis for Target collection.

Packaging Strengths

- Prominently features Giada, a trusted and beloved “Food Network” celebrity chef.
- Personal messaging / Information-based: Step by step recipe instructions are offered on most items.
- Contemporary photography projects a more luxurious feel to the products.

Packaging Weaknesses

- Information-based packaging can seem unwieldy and complicated, potentially confusing shoppers.

InStore Presence

Each aisle section is framed by rich walnut wood veneer, allowing “GDL for Target” packaging's bright colors to launch themselves towards shoppers.

Online/Broadcast Presence/Support

Target.com, giadadelaurentiis.com, Today Show (recurring guest)

Giada De Laurentiis™ — FOR TARGET® —











Brand Identifier paired with celebrity photo.





Product Identifier with key features list.



Bonus recipe detailed on back of packaging.













Rachael Ray™

Retailer(s): Kohls, Macys

Brand Description

Rachael Ray’s collection of fun & functional kitchenware and other items has become very successful with consumers. Her bright, infectious personality has informed the design of her line of kitchen products. Bright colors and simple, clean lines define both Rachael Ray as well as her collection. *Product Categories: Cookware, bakeware, cutlery, cooking tools, dinnerware, food totes & storage.*

Packaging Overview

Rachael Ray brand packaging is defined by bright, cheery colors matched with a minimalist layout, so the product photography is allowed to take precedence. *Fun & functional* is a common theme throughout the collection, and is reinforced by images of Rachael Ray’s pervasive smile.

Packaging Strengths

- The bright palette of oranges and yellows set Rachael Ray’s collection apart from competitors
- Rachael’s own quirky language and invented words (ie. *foodtastic*) are used throughout packaging.
- Prominently features Rachael Ray, a trusted and beloved “Food Network” celebrity chef.
- Tips, call outs, & step by step recipe instructions are offered on most items.

Packaging Weaknesses

- Potentially too minimalist in approach— Could come across as shallow versus other competitors.

InStore Presence

Bold and bright, simple and fun. Rachael Ray product instore merchandising comes off somewhat sparse, leaving a desire to review and experience more of the collection’s individual items.

Online/Broadcast Presence/Support

rachaelray.com, Rachael Ray Everyday magazine, Food Network (multiple shows)

RACHAELRAY





















Mario Batali™

Retailer(s): Crate&Barrel

Brand Description

Mario Batali: The Italian Kitchen is a line of kitchen tools and serveware (by Copco). The sophisticated and functional assortment draws on Mario's deep cooking expertise. The collection is a blend of classic quality and contemporary function - addressing the needs of all consumers, from kitchen novices to experienced cooks. *Product Categories: Cookware, grilling, cutlery, tools, gadgets, pasta sauces.*

Packaging Overview

Mario Batali's graphic identity centers on a simple but rich orange rectangle framing the chef's name in a crisp sans serif font. Hovering above Mario's name is a sophisticated capital *M* contained within an outlined circle.

Packaging Strengths

- To come.

Packaging Weaknesses

- To come.

InStore Presence

Products, out of packaging and on display at Crate & Barrel.

Online/Broadcast Presence/Support

Cooking.com, mariobatali.com, ABC's The Chew show, Food Network, foodnetwork.com





Packaging Analysis Matrix	Visual Impact	Clarity / Info	InStore Presence	online/offline support	Total
Food Network™	7	8	8	7	30
Martha Stewart Collection™	9	9	9	9	36
Paula Deen™	4	5	5	8	22
Giada De Laurentiis™	9	7	9	8	33
Rachael Ray™	7	6	7	8	28
Mario Batali™	N/A	N/A	N/A	N/A	N/A