

MAKE THE PACKAGE
STAND OUT ON SHELF

MAMMOTH LOGO
JUMBO SUB-BRAND
HUGE PRODUCT NAME
MASSIVE HERO SHOT
GIGANTIC "NEW" FLASH
HUMONGOUS TAGLINE
STUPENDOUS HEALTH CLAIM
WHOPPING CELEBRITY ENDORSEMENT
AND SOMEHOW FIT THEM ALL ON THIS PACKAGE



*OH... AND DON'T FORGET
TO MAKE IT BILINGUAL*

JUST ANOTHER DAY IN THE LIFE OF A HUMBLE PACKAGE

SHIKATANI LACROIX'S TAKE ON THE STATE OF SHOPPER MARKETING