

CUSTOMER GOALS

Redesign packaging to align with entirely new brand positioning

IMPACTFUL RESULT

New design helped generate increased distribution and a double digit sales lift for the brand

TARGET MARKET

United States



OLD



NEW



OBERTO

Companies that offer “better for you” food options are achieving 33 percent more growth when compared to the rest of the market. Oberto, a 95 year old jerky maker, saw this trend as an opportunity to grow their business but it meant radically departing from their current brand positioning.

Breaking Away From the Competition

Meat snacks generate \$3 billion annually in the U.S. Traditionally perceived as full of preservatives and reserved for blue collar consumers, Oberto saw an opportunity to take beef jerky in another direction. Armed with a truly all natural product, the company aimed to target consumers with an active lifestyle who were looking for a quick, healthy snack. Crucial to success was finding the right mix of messaging and package design elements to speak to this consumer, stand out on shelf and drive sales.

Aligning Packaging with New Positioning

Oberto’s design agency created multiple design options, each with a different theme that aligned with the new positioning. Wanting to identify its best design using data - not opinion - Oberto turned to Nielsen. Nielsen’s design technology enabled Oberto to evaluate designs against competitors based on shelf stand out, brand alignment and consumer purchase, while also providing detailed consumer feedback on most and least liked design elements.

The Perfect Design for the Active Consumer

With Nielsen’s help, Oberto identified a design that generated a 20 percent increase in preference over the current packaging. The new design also popped visually against competitors, showing a 25 percent improvement in shelf stand out over the previous package. Most importantly though, it strongly communicated the “better for you” message that was crucial to the new brand direction.

The company launched the new package in late 2013 and generated retail excitement, expanded distribution and a double digit sales lift.

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We were looking to develop a radical new package design that would shake up the jerky category and truly differentiate Oberto as the Challenger brand. The stakes were very high, but Nielsen’s unique solution helped us to maximize the success of our re-branding efforts. It gave us tremendous confidence to take this giant step that has led to great in-market results both with our retail customers and consumers.”

GREGORY YAHN

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