



aisle dangler set • 4" x 6.75"



CHIQUITA FRUIT SNACK DANGLERS

SPECIFICS

- Responsible for concept and layout.
- Two promotional in-store danglers for each of Chiquita's new Fruit Snack product.

40-955 CHIQUITA® PROMO BANANA LABELS FOR THE US MARKET 2 COLOR LABEL



Fonts: Chiquita & Formata Regular



promotional sticker set • .875" x 1.0625"

CHIQUITA LIMITED PROMO STICKERS

SPECIFICS

- Responsible for partial conceptualization and full implementation.
- A series of 18 specialty stickers to accompany the standard sticker on bunches of bananas. After intensive brainstorming, potential tag lines were sent through rounds of market research groups before finalizing.