

my name is sue leo

i am a designer.

... a designer is a problem solver

*“Design is the art of gradually
applying constraints until only
one solution remains.”*

... a designer brings an idea into fruition



... I worked with Cole & Parks
to help bring a novel food
product to market

... this creative journey involved
many design challenges in
print + digital forms

... what follows is a retrospective of my work

... people were coming into the
Cole & Parks restaurant and ordering
one DougheggTM with a fork



*Packging was concieved by
the client and designed by me.
It won a “Wow Factor” award.*

Dougheggs are ready-to-bake raw
cookie dough balls sold by the dozen
in a custom designed container.

idea



cookie dough you can eat



Cookie Dough 2.0

DIGITAL SKETCHBOOK

The story of cookie dough's rise
to a legitimate snack through
computer graphics design.



Cookie Dough 2.0

FIRST GENERATION: DOUGHNUGGS®

The Ah-ha!

THE ORIGIN OF THE SPECIES

In the fall of 2005, the concept for a commercial food product was hatched. This product launched at Cole & Parks, a restaurant based in Victor, NY.

DoughEggs® — a revolutionary concept for a fresh new convenience food. They enable consumers to bring home a hand selected variety of ready-to-bake gourmet cookie dough in a specially designed 12-piece container.

Each dough egg is delicious pre-portioned dough, ready-to-bake in the oven without the mess of having to mix any ingredients — and with home-baked freshness!

Wow! Factor & Consumer Convenience
Packaging Design Award

Honorable Mention - 2004 National Food Packaging Award



DoughEggs®
Ready-to-Bake Preportioned Dough

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The Ah-ha!

THE EVOLUTION

Since the dawn of the chocolate chip cookie, humanity has been secretly sneaking and eating dough morsels before they can reach the oven. Individuals have not been alone in this clandestine activity. When the DoughEggs® product hit the market, a fascinating thing happened.

Customers would approach the restaurant counter and ask for one dough egg on a plate along with a fork to eat on site! Soon, this began to happen quite frequently — *suddenly it clicked!*

Why not develop a safe-to-eat cookie dough product?

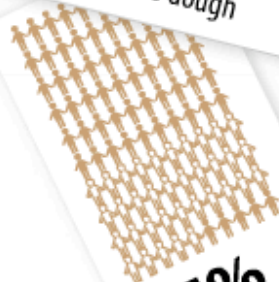
Nothing existed in the market that consumers could safely eat without the risk of salmonella poisoning.

A new food product was born!



93%
of all households
have a resident
who has eaten
cookie dough

Cookie Dough
Made with no
eggs!



65%
of the population
eats cookie dough

The data is based upon customer focus groups conducted (Nov-07, Jan-09) and National Surveys (Oct-07, Dec-07).

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Product Name

EXTENDING THE BRAND

The cookie dough snack made its first debut under the brand name Cole & Parks DoughNuggs®. This was a terrific pairing with the sister product DoughEggs® — the plan was to launch both products in grocery stores and in food service operations such as restaurants, cafés and fast food chains.

Although initial market research revealed that 65% of the population eats cookie dough. That's a BIG market! We narrowed the focus to tweens, teens, and the young adult market. Additionally, an important decision-maker is Moms.

For a successful outcome, it is critical for a designer to be aware of the target audience for the product and what challenges exist.

Knowing the target demographic and market forces helps the designer develop imagery, fonts, graphic styling and also quite often in entrepreneurial situations, the critical copy points.

Challenges:

- It's a new food category
- Advertising budget - (lack of it)
- What to say on the packaging?
- People have never heard of eating cookie dough as a snack
- Eliminating the safety issue (We took the eggs out!)

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Form Factor

THE EVOLUTION OF THE DOUGH SHAPE

Original
Prototype



1

Modified
Prototype



2

1st
Production
Shape



3

2nd
Production
Shape



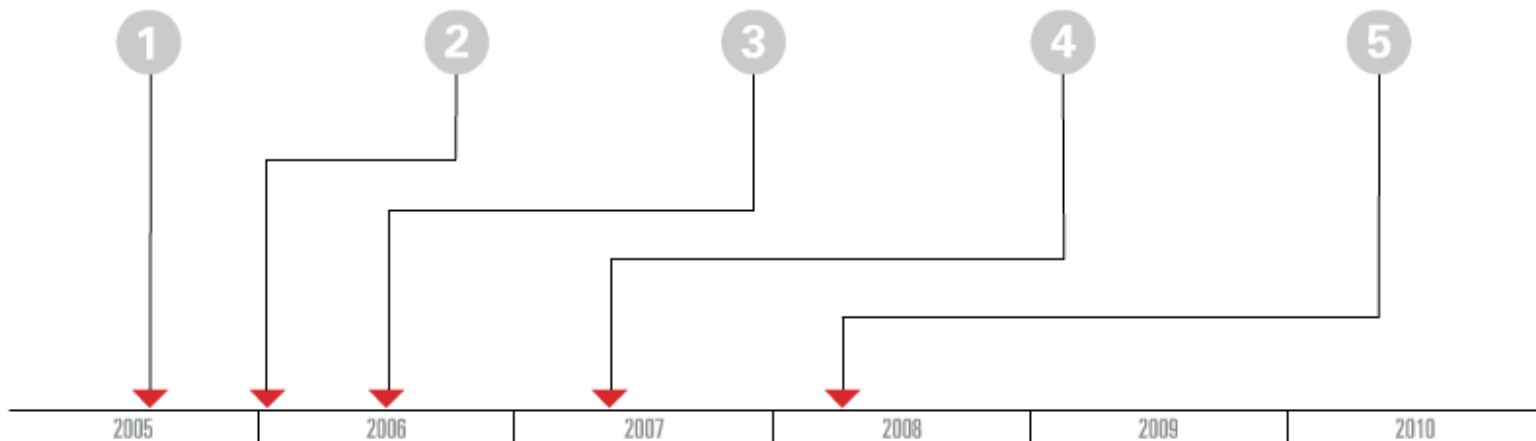
4

Final
Production
Shape



5

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The Logotype

INTEGRATED BRAND IDENTITY

The logotype for DoughNuggets® was designed to reflect the Cole & Parks brand which is synonymous with high quality, classic, and innovative products.



ITC Giovanni Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

EUROSTILE BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

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*The Cole & Parks visual identity
incorporates two fonts:
ITC Giovanni and Eurostile Bold*

ITC Giovanni was selected for the DoughNuggets® logo because of the beautiful lowercase "g" and it was a visual tie into the Cole & Parks brand logotype.

Packaging Design

BRANDING THE CONTAINER

The packaging selected for DoughNuggs® was initially a cardboard freezer containers in two sizes, similar to an ice cream container.

Design Criteria

- Convey Cole & Parks brand
- Show the product on the packaging
- Nutritional Facts, weight and legal text
- Product attributes
- Barcode

The first packaging container solutions sometimes confused consumers. They often assumed that the product inside was chocolate chip ice cream!

FINAL PRODUCTION CONTAINERS



Besides Cole & Parks, a local restaurant chain began to carry the smaller 2.25 oz food service size successfully.

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Prototypes

THE EVOLUTION OF THE CONTAINER



ORIGINAL DESIGN
PROTOTYPE CONTAINER



FINAL PRODUCTION
DESIGN

PRODUCT EXTENSION MOCK-UPS



Final Container Design

Tricking the Eye: Artwork must be curved on the mechanical so that when the container is constructed, the type appears straight.



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Marketing

RESTAURANT & RETAIL

Sales flyers described the product feature to purchasing agents.

Table tents successfully introduced the product to restaurant patrons.



Now Available
in pint-sized containers

The cookie dough Mom lets you eat!

Dough Nuggs™

DoughNuggs™ [doh-nuggs] n

- Safe-to-eat, egg-free cookie dough
- Gourmet cookie dough nuggets
- Satisfies cookie dough cravings
- Mix into ice cream or eat them
- A treat that appeals to all ages

www.DOUGHNUGGS.COM

Hide them in your freezer, or they will disappear!

KEEP REFRIGERATED OR FROZEN.

PATENT PENDING

For more information:
Cole&Parks
Cornell Agricultural & Food Technology Park
500 Technology Farm Drive
Geneva, New York 14456
(585) 924-9380

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Supporting Graphics

LOGO TYPES & TAGS FOR PRODUCT POSITIONING



The "Curb the Crave!" logo came from customer feedback. Cole & Parks Corporate fonts were combined with a hand-script font into a seal of approval.

This logo was positioned on print materials, ads and also on buttons worn by restaurant personnel to promote them.

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TAG LINE
ITC GIOVANNI FONT

The cookie dough
Mom lets you eat!™

Cookie Dough 2.0

SECOND GENERATION: COOKIE DOUGH SNACKS™

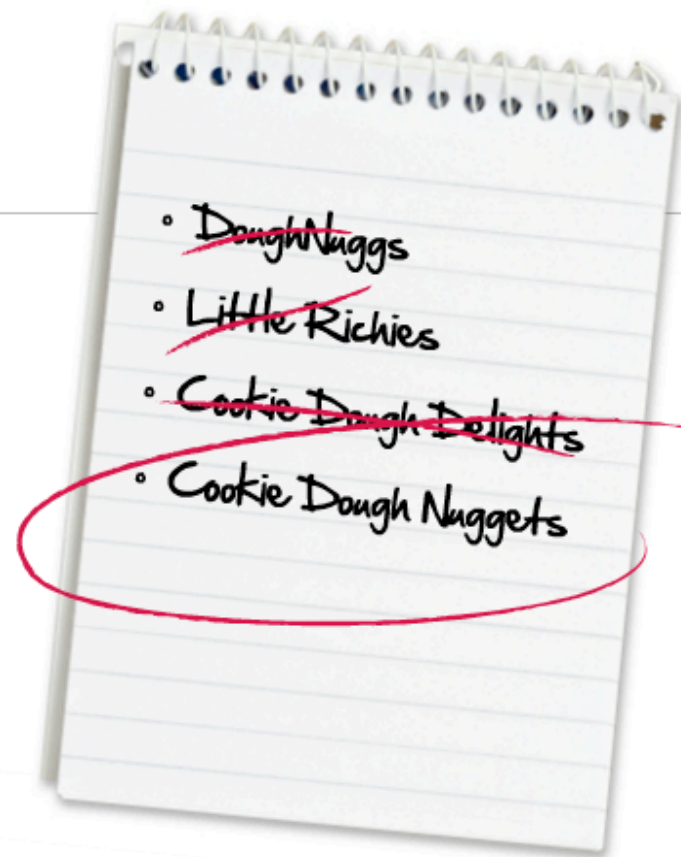
Partnering for Success

By January 2007, production was growing to the pace that a larger manufacturing space was needed, so dough making was moved to The Technology Farm in Geneva, New York until a commercial manufacturer could be found to partner with.

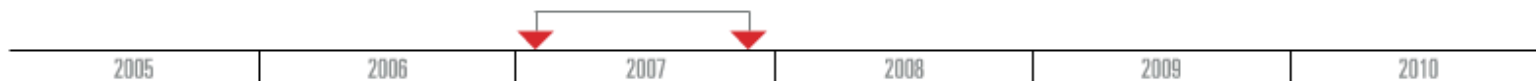


In December 2007, Cole & Parks completed a joint venture agreement with Rich Products, Inc. located in Buffalo, New York to manufacture, market and distribute the cookie dough snack product and help take it nationwide.

The new venture team made a decision to change the product name to cookie dough nuggets and a new identity was contracted to an outside agency for rebranding from December 2007 through March 2008.



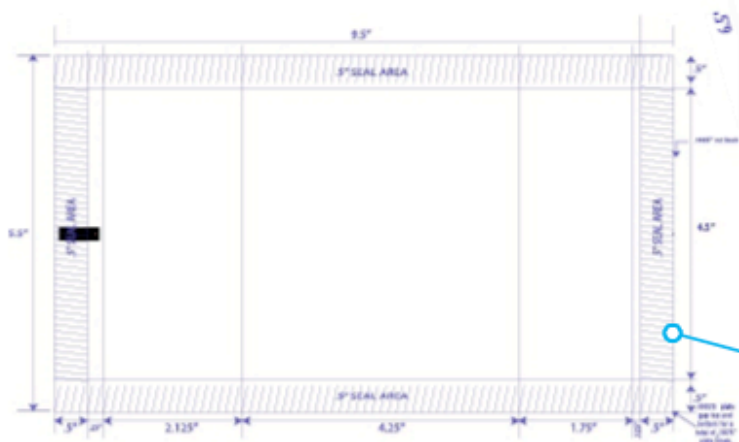
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Re-Design

In 2008, plans to automate manufacturing triggered new container options for the product. The all-natural recipe was slightly modified to work in the automated dough extrusion process and product specification for the production size and shape of the nuggets were developed.

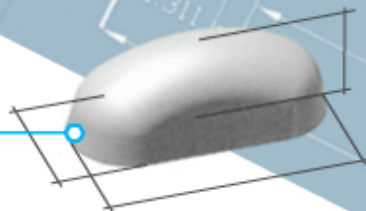
The new manufacturing process opened up the possibilities to use flexible packaging for the product. Two configurations were selected — zipper pouches and sealed pillows.



New manufacturing process led to new packaging and a new name!

EXTRUSION DIAGRAM

ENGINEERED SHAPE



2005

2006

2007

2008

2009

2010

ReBranding

We approached QVC — the cable shopping channel as a distribution outlet. They loved the product, but thought the name cookie dough nuggets needed a brand name associated with it.

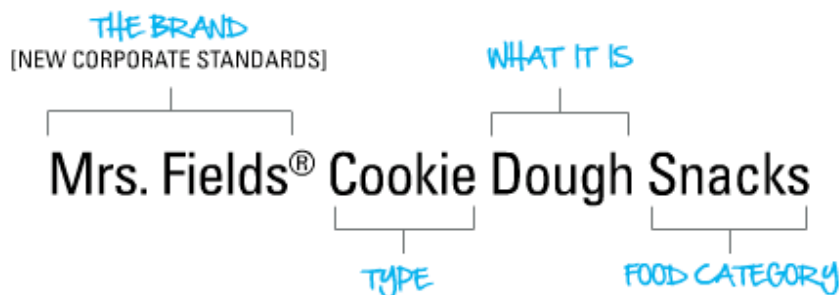
So, we went back to the drawing board to work on renaming the product again and began to look for a name brand that would help position the product.

The flagship flavor was chocolate chip and one of names that came to mind was Mrs. Fields® — not only known for chocolate chip cookies but a recognized and established brand in the marketplace.

By December 2008, we had negotiated a licensing agreement with The Mrs. Fields® Brand, Inc. to market the cookie dough under the name Mrs. Field® Cookie Dough Snacks.

What's in a Name?

[BREAKING DOWN THE COMPONENTS FOR GRAPHIC DESIGN]



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CHALLENGES!

DISTRIBUTION

Challenge:

- Grocery stores
- Food service
- Convenience stores
- Movie theaters
- Internet / mail order

PACKAGING

Challenge:

- Lack of \$ to advertise
- Grabbing kid's attention
- Communicate what's in the bag
- Colors, Fonts
- Product extension strategy



New Logo Ideas

LOGO IDEATION

COOKIE DOUGH IS SOFT.
LIKE ROUNDED
FONT HERE

RENDER TO LOOK
LIKE DOUGH



cookie dough
snacks

cookie dough
snacks

cookie dough
snacks

cookie dough
snacks

cookie dough
snacks

cookie dough
snacks



RENDER THIS TO
REPRESENT
DRIZZLE!

EMPHASIS
BETTER
ON DOUGH

DOUGH IS TAN,
DRIZZLE IS BROWN!



SNACKS HAVE
CHOCOLATE DRIZZLE
ON THEM!

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Cookie Dough 2.0

Proposed Logotype

LOGO STRATEGY!

- Resemble the product
- Make it look fun and appealing
- Give it a friendly character



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Logotype Evolution

IMPROVING THE GRAPHICS

The initial logotype developed on the first-run production bags didn't pop on the bag as well as it appeared on the mechanical artwork and original prototypes. Some of this was because the thickness was changed on the final bag material and also because the color, brightness and contrast shifted when the printer tried to match printing inks to the correct background specifications.

The logo matured when we launched the website in June 2009. The red halo around the "cookie dough" text helped to tie the Mrs. Fields® Red PMS 187 into the mark. The addition of the banner behind the word "Snacks" resolved the contrast issue on the packaging.

Both modifications enhanced the quality of the logo giving it more dimension and character.



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ReBranding

CONCEPT FOR PACKAGING GRAPHICS



THE BURST BACKGROUND
ADDS MOVEMENT



I WANTED THE PRODUCT
TO POP OFF THE PAGE
RIGHT INTO YOUR MOUTH!!



WE WANTED TO LEVERAGE
THE MRS. FIELDS BRAND
BY MAKING IT PREDOMINANT.

CHANGE BACKGROUND COLORS
AND BEAUTY SHOTS
FOR VARIOUS FLAVORS

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2005

2006

2007

2008

2009

2010

ReBranding

TARGET MARKET



Although our research revealed that 65% of the population eats cookie dough, we focused our efforts on the youth market ranging from 11-year to 22-year olds — *tween, teens and young adults*.

The aesthetics of the new packaging needed to be dynamic, fun, eye-catching and colorful.

More decision makers were now involved and as the design steward, it was important to keep our target market top-of-mind to ensure the packaging design was reflecting the target audience.

The design sets the tone for the entire product line. We were at a critical juncture. The graphics on the package can work for, or against what's inside. They are the key to grabbing the consumer's attention. If the design is more appealing to thirty-year olds, and your target is kids, you have missed the mark, no matter how many design awards it may garner. The true test is connecting with the target audience through design. And the challenge for design professionals is to meet the mark.

The pie charts represent the percent of population who eat cookie dough. The data is based upon customer focus groups conducted (Nov-07, Jan-09) and National Surveys (Oct-07, Dec-07).

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ReBranding

TESTING THE DESIGN

PROOF OF CONCEPT



To validate our design, a test was conducted with our primary target audience in December 2008. Students were presented several of the designs shown on the left with no preemptive information about the product.

Among the choices was a more refined version of the original "burst" concept along with several other designs.

Our target audience confirmed our original design was sound and we gained valuable feedback for key copy points on the packaging.

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2005

2006

2007

2008

2009

2010

New Design

AND THE WINNER IS ...

SOCIAL MARKETING

BRAND

MRS. FIELDS RED

TARGET

Cookie Dough Snacks™

New!

Mrs. Fields®

Real Cookie Dough to Eat!

cookie dough Snacks

Ready to Eat

Bite Size

Chocolate Chip

NET WT 2.25 OZ

INGREDIENTS

UPC CODE

FLAVOR

PRODUCT SHOT

NUTRITIONAL FACTS

FINAL HEAT-SEAL BAG DESIGN
(IMPROVED LOGO)

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Cookie Dough 2.0

Product Extension

ADDITIONAL FLAVORS

MRS. FIELDS® BRAND
STAYS AS A PREDOMINANT
HEADER



ReBranding

DESIGN COMPONENTS



Abadi Condensed Extra Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Abadi Condensed Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

COMMON COLORS

MRS. FIELDS®
BRAND RED



*PMS:187

ACCENT COLORS



PMS:142



CMYK:
40/70/100/50

TEXT

FLAVOR
COLOR BAND

FLAVOR:
CHOCOLATE
CHIP

GRADIENT
PMS: 314 PMS: 312

SHADOW



PMS: 315



PMS: 314



PMS: 312

FLAVOR:
BROWNIE
CHOCOLATE
CHIP

GRADIENT
PMS: 2622 PMS: 2602

SHADOW



PMS: 2622



PMS: 2602



PMS: 2562

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Additional Packaging

BULK PACKS, ZIPPER POUCHES & FOOD SERVICE CUPS



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CUSTOM 10-PACK BOX FOR GROCERY CHAIN

[A MAJOR GROCERY CHAIN
WANTED AN EXCLUSIVE
ON THIS CONFIGURATION]

2010

Marketing Support

RETAIL MERCHANDISING: CONVENIENCE STORES



FRIDGE SIGNAGE
STATIC CLING



SHELF
WOBBLER



MERCHANDISE
DISPLAY TRAYS



CLIP
HANGER

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Marketing Support

FLYERS & COUPONS

Making Dough Just Got a Whole Lot Easier!

Snack Size

- \$24
- Fast Service
- Movie Theaters
- 150
- Concessions

Cartons of Snack Packs

- Supermarkets
- Club Stores
- Food Centers
- Drug Stores

Family Size

- \$36
- Fast Service
- Movie Theaters
- 150
- Concessions

Supermarkets

- \$36
- Fast Service
- Movie Theaters
- 150
- Concessions

Mrs. Fields® Cookie Dough Snacks

2009 SWEET'S INNOVATION AWARD WINNER

Real Cookie Dough
Made to Eat Not Bake
Come in 100
Bite Size
Delicious
Gobs of Go
No Eggs, No Worries

Your Size Fits Our!

Real Cookie Dough
Ready-to-Eat
(Not Bake - Yummy)

PRODUCT SELL SHEET

MANUFACTURER'S COUPON | DO NOT DOUBLE | EXPIRES 07/31/10

SAVE \$1.00
on the purchase of one
6-Pack Carton (9 oz).

New! Mrs. Fields®
Cookie Dough Snacks™

Chocolate
Chip

LOCATED AT YOUR LOCAL SUPERMARKET
IN THE FROZEN INGREDIENTS OR CONDIMENTS SECTION

49800 55074

eat dough!

Mrs. Fields®
Real Cookie Dough
Ready-to-Eat
(Not Bake - Yummy)

Chocolate Chip

FSI COUPONS

MANUFACTURER'S COUPON | DO NOT DOUBLE | EXPIRES 07/31/10

New! Mrs. Fields® Cookie Dough Snacks™ **SAVE \$1.00**
when you purchase one (1) carton of 10 (2.25 oz)
packages of Mrs. Fields® Cookie Dough Snacks™

These ROCK!

AMAZING!

Real Cookie Dough
Ready-to-Eat
(Not Bake - Yummy)

49800 55074

MANUFACTURER COUPON

Marketing Support

POSTERS



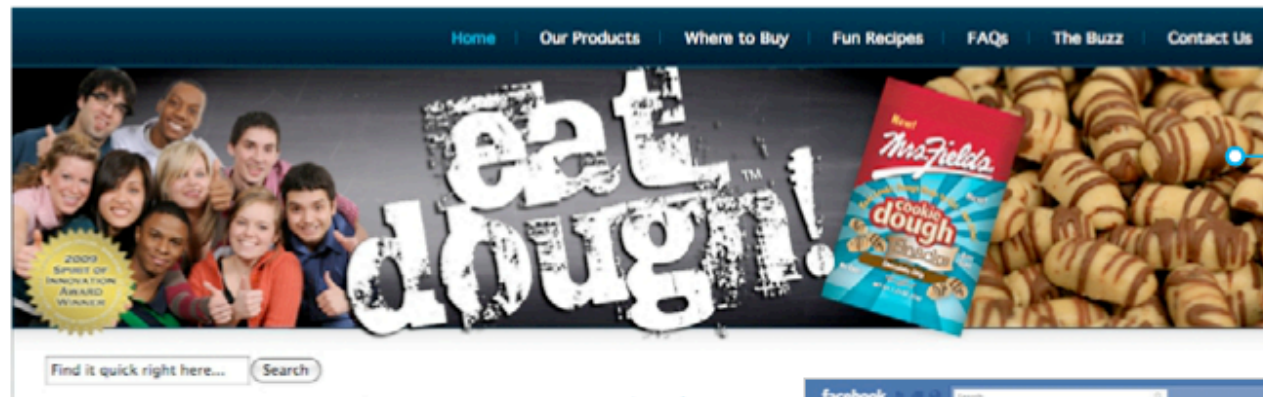
POSTER



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Marketing Support

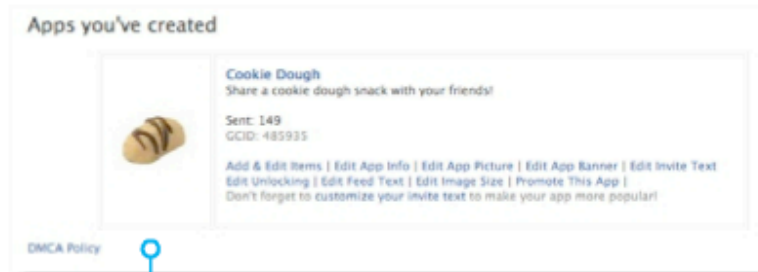
WEBSITE & SOCIAL NETWORK MARKETING



WEBSITE
DEVELOPED
[Joomla CMS
PLATFORM]

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SOCIAL MEDIA
PROMOTION
ON FACEBOOK



COOKIE DOUGH AP CREATED FOR FACEBOOK

Vertical Market

COLLEGES & UNIVERSITIES

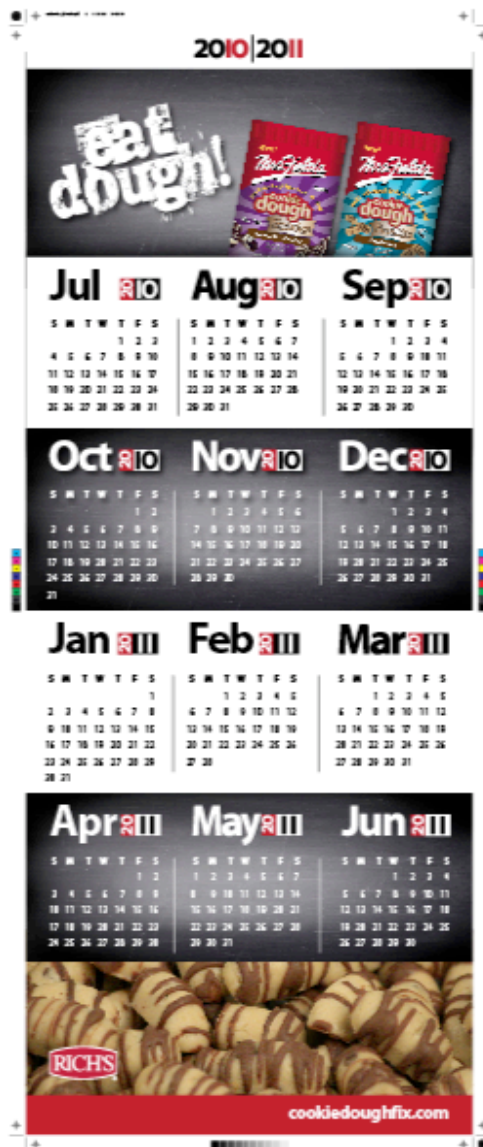
In May 2010, we did sampling events at colleges across the U.S. We called the promotion Mrs. Fields® University and created a collegiate-looking mark with the tagline E Pluribus Eat 'Em!

Our sampling sessions were a success and we followed up with a direct mail campaign that featured a Z-fold, 6-panel brochure and a school wall calendar.



eat dough!

THE "EAT DOUGH!" TAG THAT WE ADOPTED FOR RETAIL WAS UPDATED TO A GRUNGE LOOK TO APPEAL TO THE COLLEGE MARKET



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Vertical Market

DIRECT MAIL BROCHURE

I have made a long list of all the products I like to eat, and Mrs. Fields' Cookie Dough Snacks are at the top of my list.
— Steve B.
Student, Princeton

The Student's Choice Award

Mrs. Fields' Cookie Dough Snacks™ receives the Highest scores ever from college students from coast to coast!

I really liked the fact that they had a cookie dough in each snack. I could eat it and not have to eat a whole cookie. I could eat it and not have to eat a whole cookie.
— David L.
Student, Cornell

This was THE best cookie dough that I have ever had. I could eat it and not have to eat a whole cookie. I could eat it and not have to eat a whole cookie.
— Amanda R.
Student, Cornell

2009 "BEST OF INNOVATION" AWARD WINNER

Looking for an exciting new snack for the fall?

Mrs. Fields' Cookie Dough Snacks™ are the new snuggles of FALL cookie dough. There is nothing better than a warm, hand-rolled cookie dough.

Cookie Dough Snacks are the right place for the right place. It's a response to decades of being asked "Is cookie dough safe to eat?" Now it is! We've taken all the warm, out-of-the-oven cookie dough — our secret recipe and specially formulated ingredients — and made it safe for eating — not baking!

The original is the best. It's the only one that's not too sweet.
— Lauren G.
University of Miami

Safe to Eat!
• Proven, 1-year
• Refrigerated - 180 days

They were great! I gave it up and gave it to my friends. I'm sure they'll love it too.
— A. Smith
Student, Princeton

College & University Program

Look no further.
Order Now for the Fall!
1-866-242-3599

Results:

- Online Student Surveys
- Student Sampling
- Social Media & Promotion
- Merchandising Tools
- New Product 2009-11

*My team ate:
• All of them!
• They were great!
• Really!
• We love them!*

College & University Program

This 6-panel Z-fold brochure was designed for a collegiate look and feel.

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I'm so hooked on this! I love the taste, the texture, the smell, the look, the feel, the taste, the texture, the smell, the look, the feel.
— Mike Smith, Jr.
Student, Princeton

LOVE IT! (SMALL & TASTY)

This product is so good! I love the taste, the texture, the smell, the look, the feel.
— Amy L.
Student, Princeton

It was so nice to have a product!
— A. Smith, Jr.
Student, Princeton

1-866-242-3599
cookie dough snacks.com

That's great, I would love to eat this. It's great for my campus.
— Michael T.
Student, Cornell

97.3%
of all college students surveyed would like to eat Mrs. Fields' Cookie Dough Snacks™ in their campus.

A Product Made for College Kids ...

It's not for me, it's for my friends.
— Tim S.
University of Miami

Student Flavor Preferences

- 31% Vanilla
- 40% Chocolate
- 29% Caramel

... Where Location Doesn't Matter.

The Results are the Same!

From coast-to-coast, the results of our surveys are virtually the same.

Students love Mrs. Fields' Cookie Dough Snacks™ and want it on campus.

Where it's sold:
• 100% of students surveyed
• 100% of students surveyed
• 100% of students surveyed

Questions: Do you like the product and want to see it on campus?

Location	Yes	No
East Coast	97.3%	2.7%
Midwest	97.3%	2.7%
South	97.3%	2.7%
West	97.3%	2.7%
Canada	97.3%	2.7%
Europe	97.3%	2.7%
Asia	97.3%	2.7%
Africa	97.3%	2.7%
Oceania	97.3%	2.7%

Questions: Would you purchase the product?

Location	Yes	No
East Coast	97.3%	2.7%
Midwest	97.3%	2.7%
South	97.3%	2.7%
West	97.3%	2.7%
Canada	97.3%	2.7%
Europe	97.3%	2.7%
Asia	97.3%	2.7%
Africa	97.3%	2.7%
Oceania	97.3%	2.7%

Could you? Get up to 100% of students with 1-866-242-3599.

Vertical Market

SPECIAL SWEEPSTAKES PROMOTION

To create excitement and buzz about the cookie dough snack product on college campuses, we developed a sweepstakes promotion to test launch in several schools in the New York State market.

Students will receive a sweeps ticket each time they purchase a bag of cookie dough snacks. The scratch-off card will be one chance to win prizes.

Graphics developed for this promotion included the sweeps logo, style sheets for the online entry form, the "Eat Dough!" T-Shirts and the scratch-off card.



LOGO LOOKS LIKE
A MOVIE MARQUEE



T-SHIRT COLORS
MATCH THE
PACKAGING



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Marketing Support

CAMPUS PROMOTIONAL POSTER SERIES

CONVENIENCE



COMFORT



HOME



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The headlines connect with home, comfort foods and convenience.

AREA FOR LOCATION ON CAMPUS

thank you