



ZUNDA GROUP

Zunda Group is one of the leading, privately held strategic branding and design firms in the U.S., founded in 1981.

Their specialty is packaging design ~ creating brands that inspire consumers and visually engaging them on an emotional level to connect with their brands.

They are also advocates of collaborative consumer insights research to identify and resolve the perceived visual brand gap between strategy and design

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Designing Packaging To Crush Competition

South Norwalk (June 1, 2009) Danimals, the #1 selling kids yogurt from Dannon, was challenged with how to move their yogurt cup business more toward portability.

This need was answered with the introduction of Danimals being packaged in the new "crush cup, with playfully inspired graphics, designed by Zunda Group.

These "new to the category" cups are molded with accordion-style pleated sides to be squeezed to dispense the yogurt, for eating directly from the cup without a spoon.

The pleats in the package walls, also allow for the cups to be easily compacted, taking up less space when discarded.

The Danimals brand mascot, Bongo, illustrates how easy it is to enjoy the yogurt and crush for disposal.

