

JESSICA FISCHER CREATURE OLAF VELTMAN BLUECADET EXHIBIT
DESIGN ANNUAL '52

Communication Arts



DESIGN ANNUAL

INCLUDING
SERIALS, BOOKS
RECORDS
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BOOKS
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HOLD, DESIGN
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The Snack Artist Bags

Featured in:
2011 Design Annual

"Competing with individual national brands, product-type-by-product-type, wasn't viable for Safeway. The team's strategic approach was instead to create one snack food 'power brand' that encompasses all categories, and brand-block it so shoppers can't help but notice it on their way down the aisle. Inspired by the fun of the products themselves, we created a line to compete with the big brand players, and a mysterious snacking aficionado —The Snack Artist—was born. Inspired by shapes and flavors, The Snack Artist embellishes each chip and cheese puff into a slightly tongue-in-cheek but always light-hearted front panel art masterpiece."

Chris Waddell, senior designer
Sean Baca, design director
Brian Lovell, creative director
Anthem Worldwide, writer/design firm
Steve Bollman, photographer
John Worthen, illustrator
Christina Rannacher, production
Jeanne Gavenda, project manager
Mark Hamilton, project director
Safeway, client

