



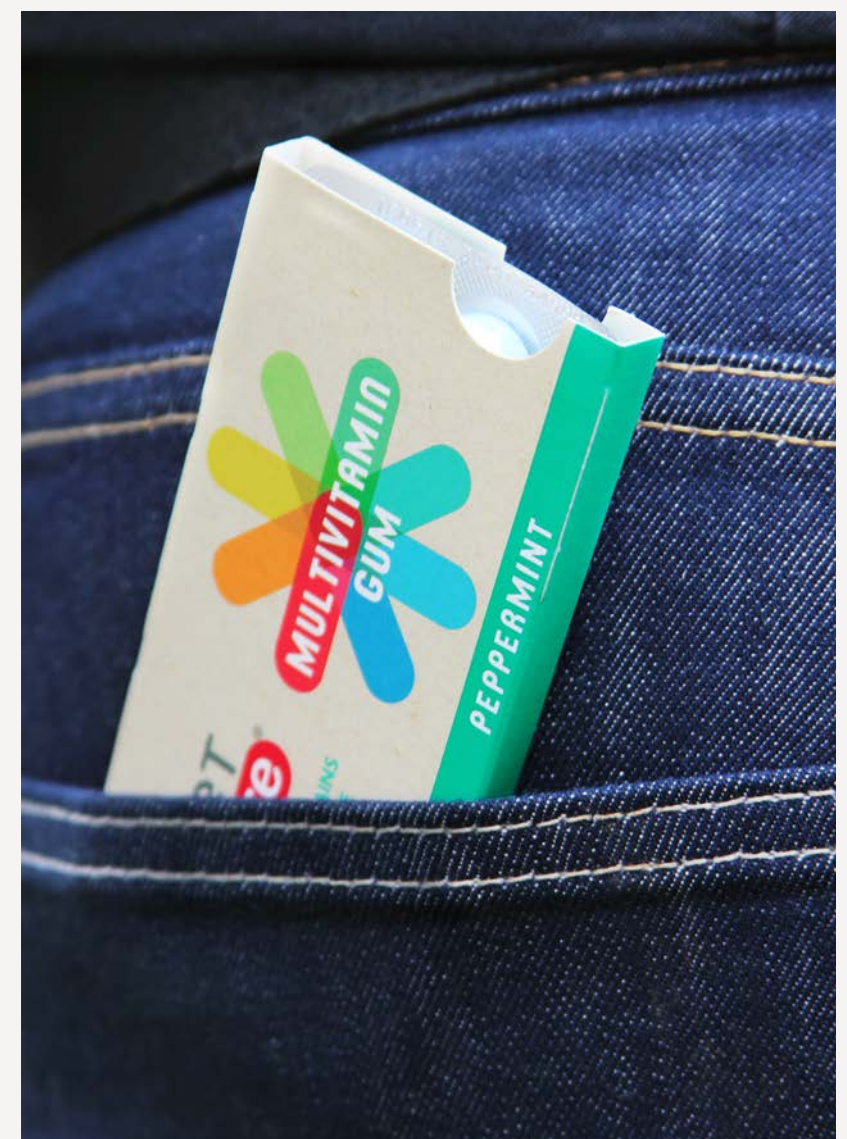
Getting more to chew on.

Vitamin Gum
NPD branding
2016

Get More has established itself as a strong grocery brand for vitamin enriched drinks and naturally wanted to extend the range into new 'easy to access' product formats.

Chewing gum has various beneficial qualities, from aiding digestion and supporting oral health to managing stress, so it seemed logical for Get More to add a daily dose of vitamins to the benefit list. The product features a bold new brand look derived from the vitamin 'pill' device used in the logo. Adding a multicolour theme emphasises the multivitamin boost and gave us the opportunity to get more impact on shelf against regular chewing gums.

Packaging concept
Art Direction
SRP
Subbrand design



'We were very pleased to be working with the team at Family (and friends) and feel they did a fantastic job designing the look of our Get More Multivitamin Gum. They retained the essence of the Get More brand visible on our range of enriched waters and emphasised the vitamin content with impactful and standout packaging that will encourage interest amongst chewing gum consumers.'

Chris Arrigoni, Director & Co-founder at Get More Vitamin Drinks

