



Owning a category

Eat Clean
Brand creation
2016

The liquid meal replacement and healthy smoothie market is growing fast, but it's a hard category for consumers to navigate.

Many products contain far too many bad sugars and nutritional promises. Nothing close to what you could blend at home.

TruVibe Organics wanted to bust open the market of on-the-go, pre-prepared drinks and provide a high level of very pure sustenance for one meal of your day.

Our key insight was that consumers wanted to 'eat clean', so aiming to own the category through naming was a key branding boon. Together with very clear identification of ingredients, the pack acts as a positive 'guide to goodness' on shelf.



Range architecture
Naming strategy
Design
Art Direction

Results

On sale in Sprouts Farmers markets across the US.
Coming soon to Holland and Barrett UK.

