

479° POPCORN

PROJECT: 479° Popcorn DESIGN FIRM: The Engine Room CLIENT: 479° Popcorn DESIGNER: Dave Braden ART DIRECTORS: Dave Braden, Mike Cotsifas PHOTOGRAPHER: Susan Burdick COPYWRITER: Jennifer Jeffrey



"We created the identity and packaging for 479° Popcorn—a gourmet, organic popcorn made in small batches using heavy copper kettles. Our challenge was to create an artisan yet urban, chic and fashion-conscious brand identity that would target sophisticated snackers. The solution was rich yet minimal. Large, iconic images of each flavor dominate the ID, an array of color and textile patterns were used to support the flavors, and the shipping boxes were designed to double as gift boxes."

—THE ENGINE ROOM

