



Heritage Meets Gen Z:

How Consumer Insight Helped Butterball Evolve from
Holiday Icon to Relevant Brand



Today's Speakers



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The Journey Ahead

- 01** The Challenge
- 02** The Cost of Standing Still
- 03** The Insight-Led Approach
- 04** The Design System
- 05** The Results



“We designed something beautiful, but it couldn’t be executed.”

“We had to dilute what consumers loved because it was too hard to produce.”

“Testing wasn’t robust and more like guesswork.”

Why is packaging innovation so *powerful* yet so *difficult* to get right?

“The process was siloed and lacked cross-functional alignment.”

“The need for speed limited the quality.”

“We didn’t design for scale or future growth.”



We are weavers.



We unite every strand of the packaging
journey into one seamless process.
Because iconic brands aren't assembled.
They're *woven* with purpose.



Our Woven Method

Discover

Uncover insights and discover opportunities

Define

Define actionable strategies and consumer targets

Design

Bring ideas to life through the design process

Develop

Test, iterate, and refine for maximum impact

Deliver

Launch with confidence, speed, and efficiency

A Fresh Look for an Iconic Favorite

Challenge: Earn a place at the table, without losing our seat.

Seasonality Trap

One holiday brand, 11 months of opportunity

Shelf Confusion

Inconsistent packaging slowed shopper navigation

Shifting Expectations

New shoppers needed clearer signals to trust and choose

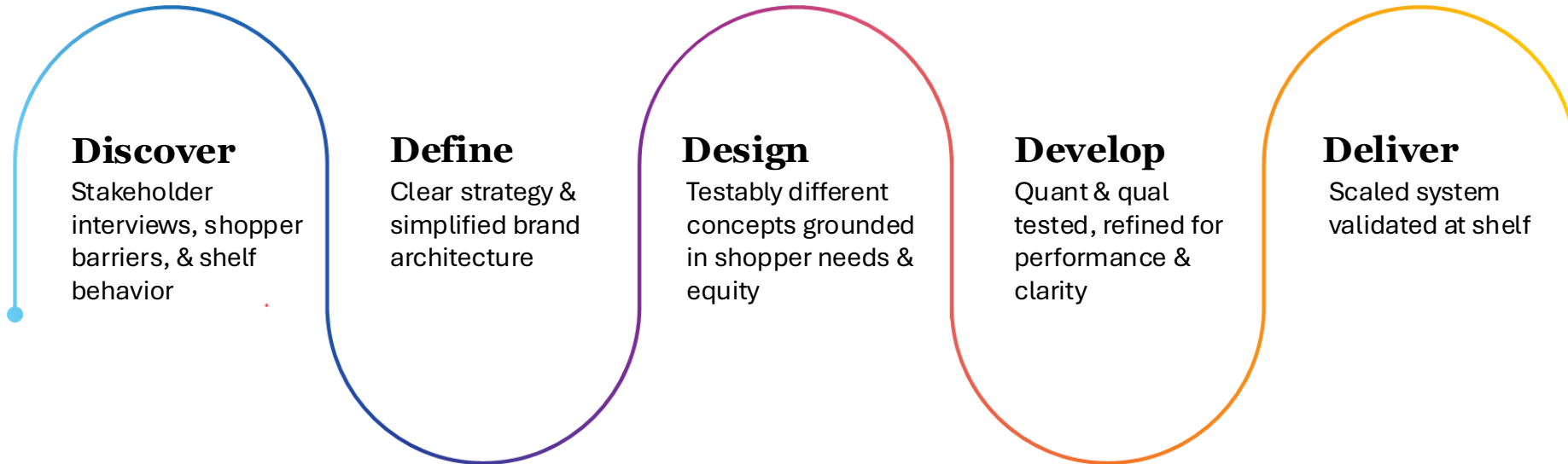
The Goal

Modernize the brand, without losing trust, recognition, or sales.



Unwrapping What's Next

Strategy-led · Research-backed · Performance-driven



Research Engine

Stakeholder interviews • In-store behavioral insights • 12 iterative in-person focus groups • ~300 shoppers per test cell on-shelf simulations



Before



The Cost of Standing Still

A strong brand. A system under pressure.

- Strong loyalty. Aging demographics.
- 364 days of missed everyday relevance
- A growing portfolio, built on a holiday foundation
- A system that couldn't keep pace with the brand's ambition



A New Generation of Shoppers

Young consumers are reshaping food choices

- 1 A Rapidly Growing Economic Force
- 2 Visually Driven Decision-Making
- 3 Seeking Confidence in the Kitchen
- 4 Food as Self Expression



Discover: Category & Brand Insights

EXPERIENTIAL CHOICES

Logos	Icons	Color	Photo Style	Wave & Ribbon

Holiday	
ds, d, ts	Special occasion products you'll be proud to serve at your holiday dinner
Masterbrand + Product Descriptor	
Product Lines	Ground Turkey, Ground Turkey Patties
	Premium and Classic Turkey Deli Flavors
	Packed Lunch meat, Turkey Burgers, Turkey Bacon, Turkey Sausage, Turkey Jerky, Stuffing
	Turkey Cuts, Ground Turkey, Turkey Burgers, Turkey Meatballs, Turkey Sausage
	Whole Turkeys (fresh, frozen, fully cooked, cooked from frozen), Turkey Roasts & Breasts



Strategic Opportunities



BRANDMARK

Strong recognition, but not distinctive.



HOLIDAY



TYPOGRAPHY

Overly complex, multiple styles create slow selection at shelf.



CLASSIC BRAND BLUE

Iconic and recognizable, but not distinctive.



ANYTIME



SERVICE DELI



ALL NATURAL



BUTTERBALL RIBBON PACKAGING DESIGN

Inconsistently applied and lacking clear meaning.



CLAIMS

Too many claims create clutter and slows shopability.



PHOTOGRAPHY

Used effectively, but not distinctive.



PRODUCT VISIBILITY:

Critical in fresh meat, cues freshness and quality.



Define: From Brand Truth to Design Expression

Translating emotional equity into design

- 1 Design Should Feel Like Care, Not Just Communication
- 2 Preserve the Soul, Modernize the Signal
- 3 Balance Warmth with Clarity
- 4 Express Personality Through the System
- 5 Create a Platform, Not Just Packaging

BUTTERBALL®

PURPOSE:
WE EXIST TO HELP PEOPLE PASS LOVE ON

CATEGORY CONTEXT:
WE'RE IN THE BUSINESS OF TOGETHERNESS

As the role that health plays in our lives has evolved, so has the category landscape.

Quality and taste have become table stakes and a wide array of protein options compete for share of plate.

While our turkey delivers similar benefits, we can elevate our brand above the functional shouting match by doubling down on the legendary emotional connection Americans across generations have with us — not just at the holidays, but every day.

MISSION:
Together, we provide delicious turkey trusted and enjoyed by everyone, every day.

BENEFIT:
The lighter, feel-good protein, served with a generous helping of support, trusted to fill hearts with warmth and inspire some swagger in the kitchen.

VALUES:
WE BELIEVE...

- Everyone should feel great about what they eat.
- Sharing what matters shows you care.
- Food's ability to connect people.

PERSONALITY

GROUNDING IN GOODNESS **BRIGHT & CLEVER** **UPLIFTING EXPERT** **HONEST & OPENHEARTED**

AUDIENCE CONTEXT:
ENABLERS OF GOOD FOOD FEELINGS

We're for those who express how they care through food. Food plays a central role in their lives, but they aren't elite foodies — they're busy everyday people who put passion into what's important to them. They're increasingly attuned to food's impact on health, wellbeing, and the planet — but at the end of the day, to them, the highlight of any meal is the connection it helps foster.



Exploring the Possibilities

Two distinct territories, one brand truth

Butterball - Design Territory Development

Love at First Bite

TERRITORY INSPIRATION:

Bright colors, simple backgrounds, dynamic imagery closeups, illustrative patterns, and helpful hints give you the swagger to provide tasty meals your family will love at first bite.

BRAND PERSONALITY & CREATIVE ATTRIBUTES:

- Bright & Clever
- Uplifting Expert
- Helpful
- Heroic
- Energetic



Love at First Bite

A bright, energetic expression of joy and appetite appeal

Butterball - Design Territory Development

Real Love

TERRITORY INSPIRATION:

Candid family imagery, handwritten notes, and real environment settings communicate moments big and small that inspire mealtime connection and togetherness.

BRAND PERSONALITY & CREATIVE ATTRIBUTES:

- Openhearted
- Grounded in Goodness
- Candid
- Personal
- Memorable



Real Love

A grounded, human expression of connection and togetherness



From Territories to Concepts

Translated our two territories into three testably different design solutions



Define: Qualitative Methodology

12 In-Person Focus Groups in 90 Minutes

Target Consumers

48

 33  15

Two Cities

 Raleigh

 Cincinnati

Objectives

Shelf Behavior & Navigation • Brand Continuity • Brand Equity Alignment
Premium, Taste, & Health Perception • Everyday Relevance • Purchase Intent

Mix of demographics:



22-60
Y.O.



HHI
\$50k+



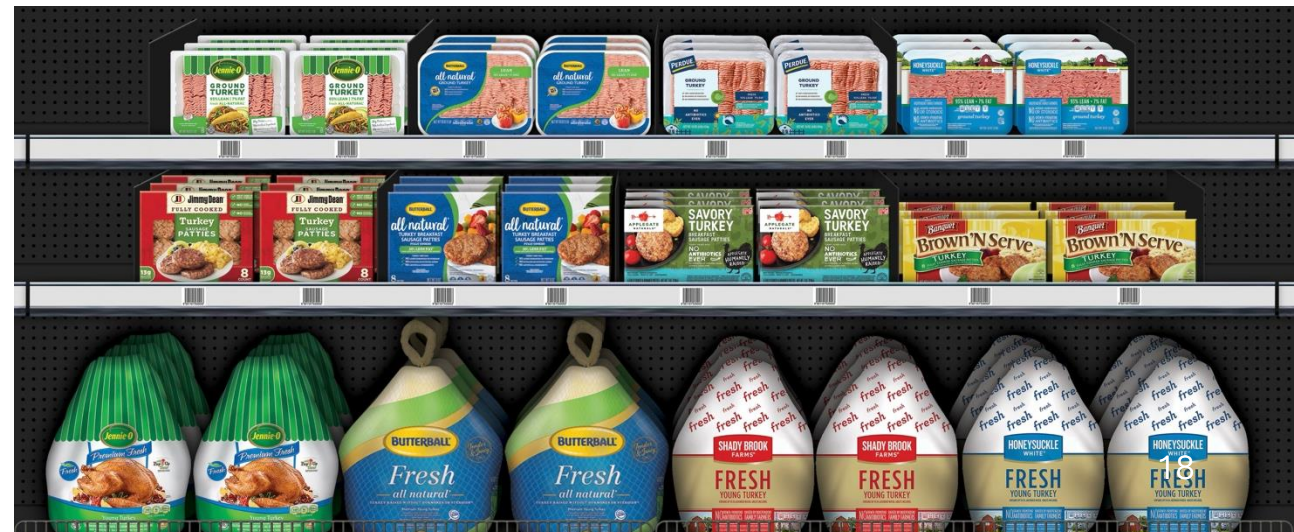
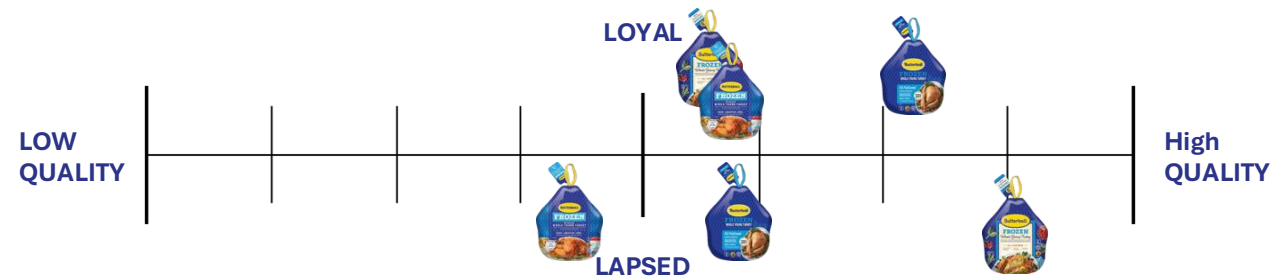
Mix of
Ethnicities

- ✓ Alignment to 2 Butterball consumer targets: Heathy Me Heathy Planet & Red Meat Avoiders
- ✓ 8 groups of Loyal Butterball users
- ✓ 4 groups of lapses and competitive users



What We Learned

- 1 Open to Change, Without Losing Loyalty
- 2 Emotion Is the Equity
- 3 Premium Is Designed
- 4 Relevance Drives Choice
- 5 Food Imagery Closes the Sale



How We Evolved

Refined through iterative testing

Advancing the Strongest Directions

- Rebalanced Communication
- Elevated What Matters Most
- Strengthened Appetite Appeal

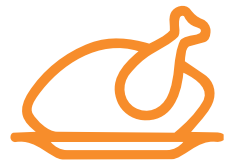
Expanding the System

- Two concepts moved forward with refinements
- A new concept was built from qual learning.



Define: Quantitative Validation Approach

12-Cell Monadic Design Evaluation



300+

Category Users Tested



100
Zennials



100 Health
Conscious Consumers

Who We Talked to



18+ Y.O.



70%
Women



30%
Men

- ✓ Purchased a whole turkey at least once / year
- ✓ Purchased Ground Turkey at least 2-3x / year
- ✓ Purchased Frozen Turkey Burger at least 2-3x / year

Objectives

Shelf Findability • Purchase Intent • First Impressions • Brand & Attribute Perception



Proven Performance

True Blue Wins at Shelf Without Tradeoffs



+5 pts Shelf
Visibility



+10 pts
Delicious



+4pts
Premium



+7pts
Modern

Drives stronger shelf impact while maintaining purchase performance

Improves findability at shelf in a crowded category

Performs at parity or better vs. current across key metrics



A System Built for What's Next



Powerful Results

Turning Trust into Modern Shelf Impact

The redesign improved shelf visibility, reduced shopper confusion, and strengthened Butterball's brand perception, connecting better with younger audiences while maintaining trust and quality.

- +25.7 pt Preference Lift
- +10% product visibility
- +32 pt meaningful brand lift with younger consumers

Brand Ranks:

- Top 1% for "Worth More"
- Top 3% for "Trustworthy"
- Top 5% for "High Quality"

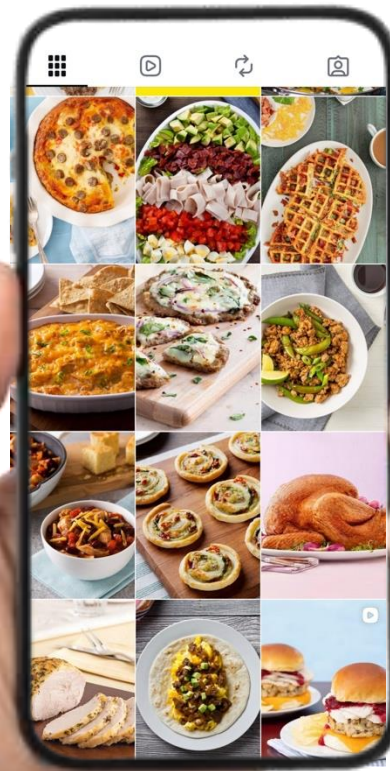


Powerful Brand

Redesigning our packaging positioned us for success in evolving our brand platform, social presence, tone, and overall visual identity.

Making Butterball a company with purpose & personality.

Without losing our iconic heritage.



MODERN

BUTTERBALL®



DELICIOUS



SIMPLE

FROZEN
FROZEN
FROZEN

FRESH
FRESH
FRESH

COHESIVE



PERSONAL



wovenworks

brand packaging reimagined

wovenworksglobal.com