

Social Media icon and 21st-century foodtrepreneur Foodgod wanted to make the leap from personality into brand. The answer came in food. Showcasing heavenly delights too idyllic for this world across his Feeds on a daily basis, it was only logical that the first product to come from Foodgod's line would have married the ordinary with the exceptional: truffles and ketchup. The final touch, packaging to bring it all together.

The Challenge

Preparing Foodgod's Truffle Ketchup's coveted limited edition celebrity launch promo box. Knowing it was going to be featured on some of the largest platforms of the world, the box needed to be a showstopper that would entertain and delight the user's sight.



Custom Packaging Design

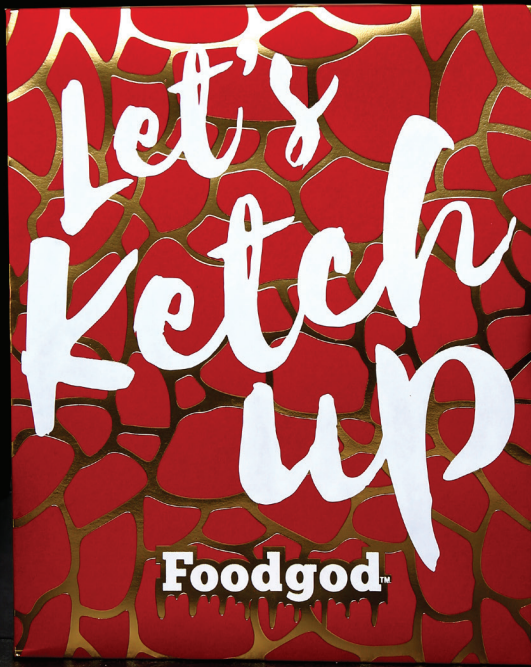


Kitting



Dropshipping

The Final Product



- Classic hinged soft-touch box
- Deep crimson hue coating
- Golden foil crocodile pattern
- Custom insert



Results

Foodgod's truffle ketchup promo box was received with great reception from such celebrities as Kim Kardashian, Kris Jenner and Michelle Lewin and shared across social media platforms.

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