



KitchenAid®

JohnsonRauhoff delivered packaging design, user manuals, product features/benefits copy, and product, food, and glamour photography to support KitchenAid's launch of 400+ cookware SKUs across multiple product lines—on time and on budget.



KitchenAid®

HARD ANODIZED Nonstick Cookware | Ustensiles de cuisson antiadhésifs – ANODISATION DURE | Utensilios de cocina antiadherentes de ANODIZADO DURO

12" SKILLET WITH LID
POÊLE DE 30 CM AVEC COUVERCLE
SARTÉN DE 30 CM CON TAPA



Induction

Cooking

Cuisson par

induction

Cocción por

inducción

All Cooking

Types

Tous types

de cuisson

Para todos los tipos

de cocción

Dishwasher

Safe

Résistant au

lave-vaisselle

Resistente al

lavavajillas





KitchenAid®

ABOVE ALL ELSE, RESULTS®

SITUATION

Prior to launching 400+ new cookware SKUs across multiple product lines, KitchenAid needed packaging, care instructions, and additional marketing materials to support aggressive sales goals.

OBJECTIVES

- Adapt the approved KitchenAid brand and packaging standards to the new Kitchenware product lines
- Complete product photography, write feature/benefit copy, and develop packaging layouts to fit 400+ unique die lines
- Achieve complex series of internal reviews within a 2-month period

STRATEGY

- Design packaging with universal appeal, while maintaining brand standards
- Capture product photography for multiple layouts and uses
- Batch die lines by format for each product category to maximize efficiencies

TACTICS

- 700+ product photographs for gift carton packaging and kitchenaid.com website
- 25 highly stylized food photographs for liner packaging and standing band packaging
- 11 use and care guides
- Glamour imagery and copy for kitchenaid.com website

RESULTS

- Delivered on time and on budget
- Products now available in retail stores, including Target and Kohl's; also available online at kitchenaid.com
- Additional SKUs planned as product lines expand

