



Maggi Senses Laksa

A dining experience in Singapore would not be complete without sampling the many hawker meals around the island. So when Nestlé Singapore introduced Maggi Senses, they chose a uniquely Singapore dish with which to launch this new premium range.

discover

The issue – Maggi has long been known for its much loved 2-Minute Noodles. To maintain their position as food innovators, they developed a premium noodle range featuring local hawker favourites. It features a bigger noodle cake, a wet paste of spices, and additional seasoning. A premium product requires a premium look so the new pack's design had to clearly distinguish it from their value range.

develop

Our solution – We went in search of a name. One that would evoke the delicious convenience of this new range along with the quality we've all come to expect from Maggi. The brandmark followed then the rest of the packaging design. To add to the buzz, we suggested getting a well-known local food personality to endorse this new product.

deliver

Sustainable impact – Since its launch in mid-2014, Maggi Senses Laksa has been a hit with consumers and food bloggers, earning

top marks for taste and authenticity. The packaging's new photographic style of a mouthwatering close-up has even caught the eye of Maggi's competitors!





Maggi Extra Spicy Curry Noodles

Nestlé products are found in every home and restaurant kitchen in Singapore. From spices, beverages to baby food and more, Nestlé brands are ubiquitous to our 'foodscape' and part of many a fond food memory.

discover

The issue – Maggi instant noodles have long been the undisputed family favourite and a familiar friend in the local culinary scene. However, competitors have recently been copying its flavours, challenging Maggi's dominance. To maintain their position as 'food innovators', Nestlé turned to their test kitchens to create a larger, spicier, tastier noodle to excite the Singapore palette.

develop

Our solution – We created an all-red design for this new noodle variant to distinguish it from the existing yellow Maggi Noodles range. The new packaging would feature a bigger, tastier food shot along with the variant name in bold yellow. The design of this new variant included a single pack, multipack, condiment sachets and carton.

deliver

Sustainable impact – In December 2013, Maggi launched Extra Spicy Curry Noodles and Singaporeans fell in love. Research shows that consumers love this big bold variant. Maggi's new Extra Spicy Curry Noodles has proved to be so popular it's consistently sold out at supermarkets.

