



# TED MONNIN

BUILDER OF BRANDS • DEVELOPER OF TALENT



## EXPERIENCED LEADERSHIP

I've spent more than twenty years developing and leading exceptional creative teams.  
The brands I've guided are part of daily lives the world over.





## Special K Global Redesign









TED MONNIN

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PACKAGING



BACK OF HOUSE



CLIENT ROUND ONE CONCEPTS





PREVIOUS DESIGN



CONCEPT LINE UP





**alli**  
simply delicious

parmesan encrusted chicken  
with pasta & steamed broccoli

\*Pill Not Included

KEEP FROZEN • SERVING SUGGESTION  
COOK THOROUGHLY

NET WT. 12 OZ (340 g)



**alli**  
taste sensations

parmesan encrusted chicken  
with pasta & steamed broccoli

NET WT. 12 OZ (340 g)

**alli**  
simply delicious

parmesan encrusted chicken  
with pasta & steamed broccoli

\*Pill Not Included

KEEP FROZEN • SERVING SUGGESTION  
COOK THOROUGHLY

NET WT. 12 OZ (340 g)

**alli** simply delicious

lettuce Alfredo with chicken & broccoli

\*Pill Not Included

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DESIGN CONCEPT EXPLORATION





## The Challenge

Kleenex had become both category captain brand and category innovative lead with the introduction of popular Kleenex ovals. Puffs needed to show it could bring new ideas to the category and stay relevant in buyers' eyes.

## The Solution

Create a new line of boutique 70 count tissue packages that breakthrough at shelf, have seasonal style options, and will be welcomed into consumers homes.



FINAL DESIGNS





DESIGN STYLE EXPLORATION





DESIGN STYLE EXPLORATION







TOUCHPOINTS

# cultural market

The world is our market...a vibrant, exciting mix of different ingredients, tastes and flavors. Every time we visit this we connect with different people places and cultures ...enriching our lives.



BRANDASSETS



BRANDMARK



PRIMARY COLOR



SECONDARY COLOR

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz

PRIMARY FONT CHALET



SHAPE



TEXTURE/PATTERN



PHOTOGRAPHY



Intriguing Ingredients (North)



World Markets (East)



World Markets (South)



Cultural Market (Reco)







**CAMPAIGN:**  
**FOLLOW NO ONE.**







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