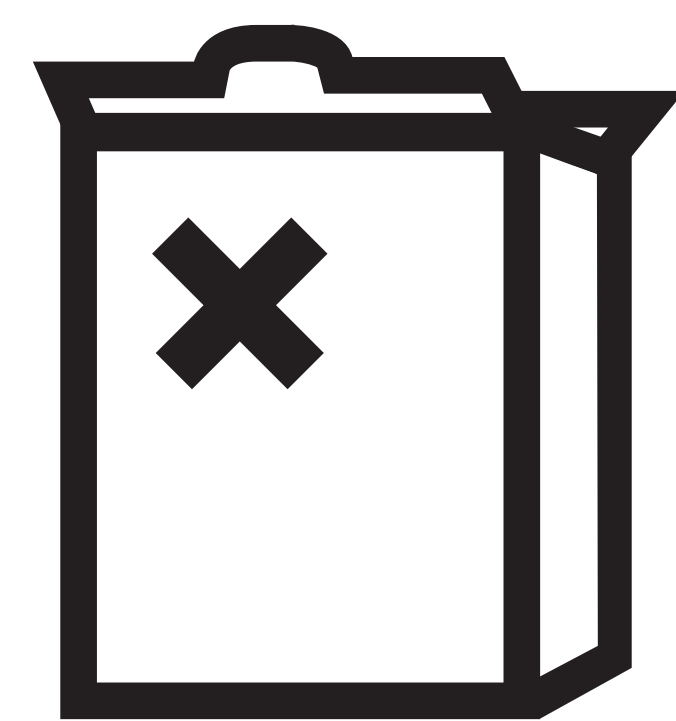
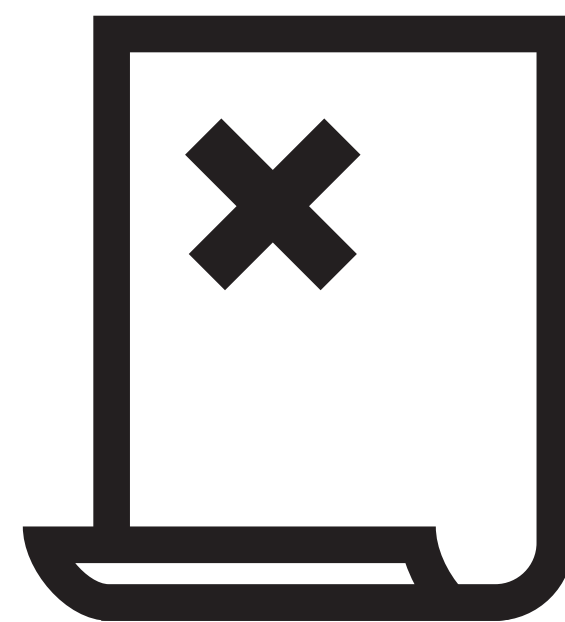


THE PROFESSIONAL PORTFOLIO OF JOTHAN CASHERO



PACKAGING
(MOSTLY)



IDENTITY
(OCCASIONALLY)

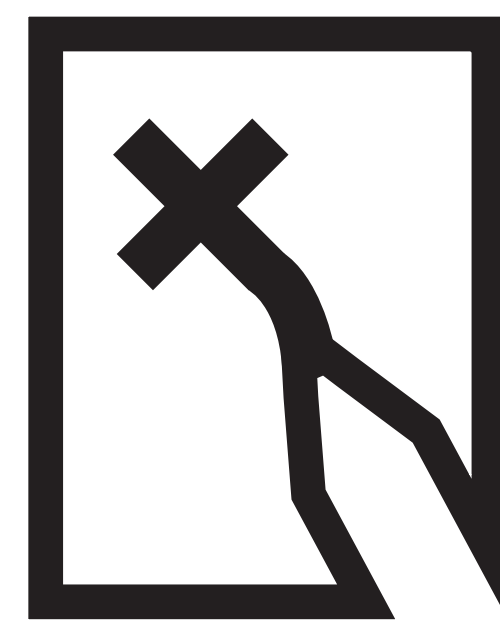
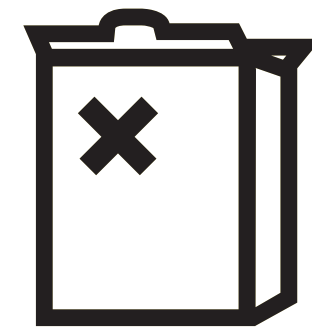


ILLUSTRATION
(THOROUGHLY)

A PACKAGE IS A PLACE. YOU ARE HERE.

CLIENT: **KELLOGG'S**
PROJECT: **CEREAL BRAND REDESIGN**
ROLE: **CREATIVE DIRECTOR
DESIGNER**



KELLOGG'S CORN POPS

The packaging for Corn Pops had lagged behind the style and voice of its marketing, which featured quirky and silly animations with a punchy attitude. Kellogg's felt a change was needed to bring the box in sync with the energetic spirit of the cereal's campaign.

A refresh of the logo put some pow back in "Pops", while explosive bursts of milk were used to showcase hero cereal pieces (also a common theme in the advertising). The final result was a bolder package with a playful presentation of its food.

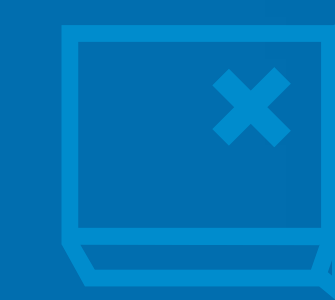
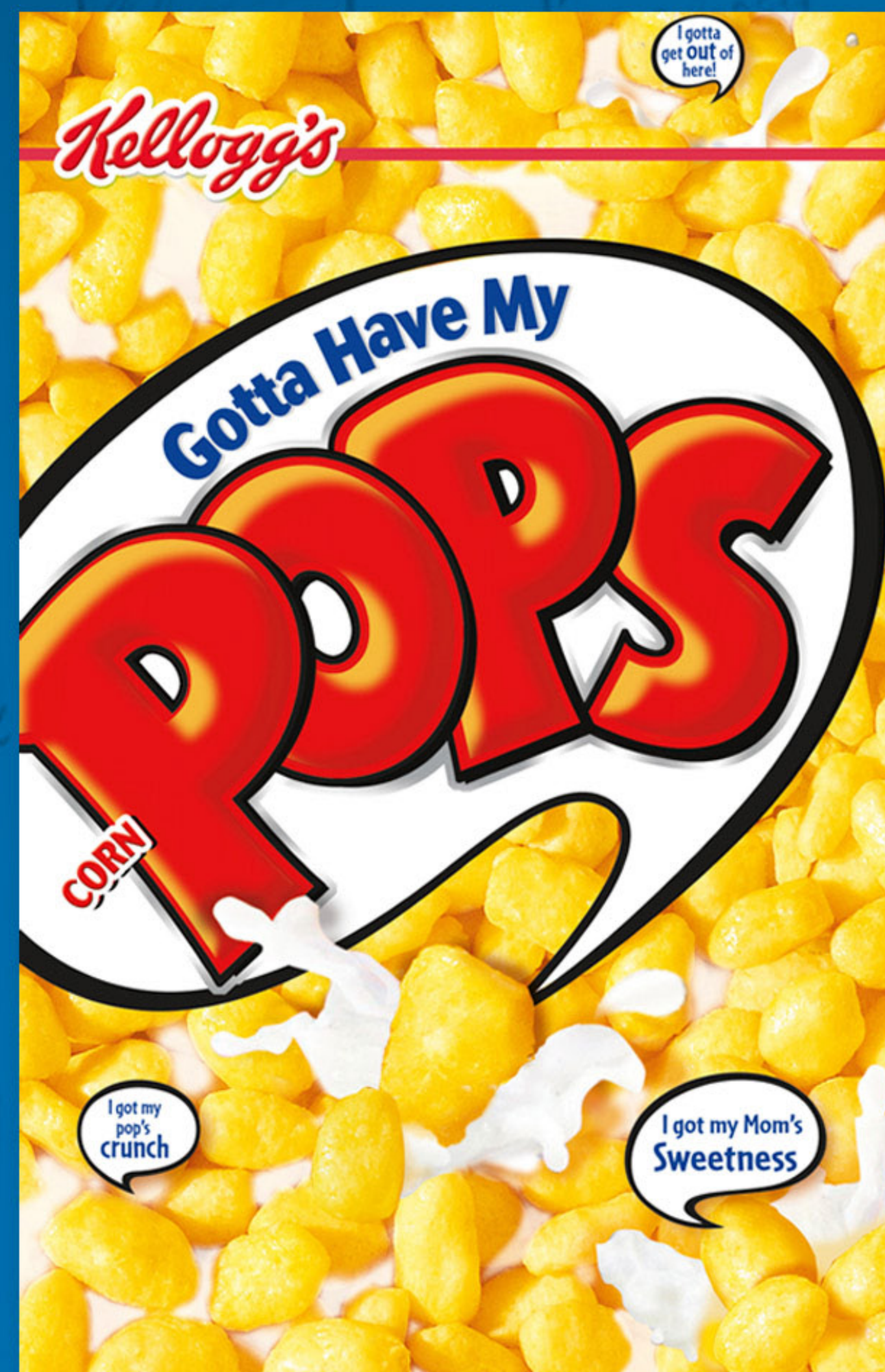
POP THE ART OF THE



PREVIOUS



✕ KELLOGG'S CORN POPS
REDESIGN



The first round explored extending the spirit of the marketing to the box front. The campaign at the time showcased a fictional "world of Corn Pops" that gave individual pieces character traits

These designs pushed the boundary between traditional packaging and promotional content. However, in the end, Kellogg's decided to scale back their direction and move forward with a more conventional solution.

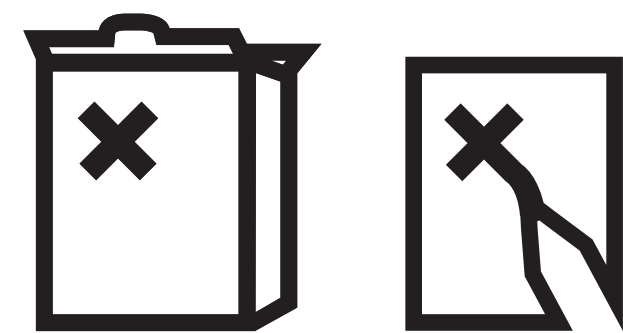


HOW ABOUT A NICE HAWAIIAN REDESIGN?

CLIENT: **HAWAIIAN PUNCH**

PROJECT: **BRAND REDESIGN**

ROLE: **CREATIVE DIRECTOR
DESIGNER
ILLUSTRATOR**

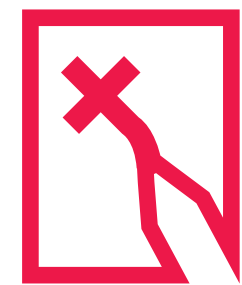


HAWAIIAN PUNCH

After almost a decade without marketing support and very little package presence, Punchy, Hawaiian Punch's signature brand mascot, had been rendered irrelevant. Kids no longer recognized the character, or recalled his history as a mischievous and oddly aggressive purveyor of fruity drinks.

The solution? Reintroduce Punchy by once again making him the center of focus. A modernization of Punchy's style helped strip him of certain negative associations, and a label redesign put him back in the spotlight for kids to love.

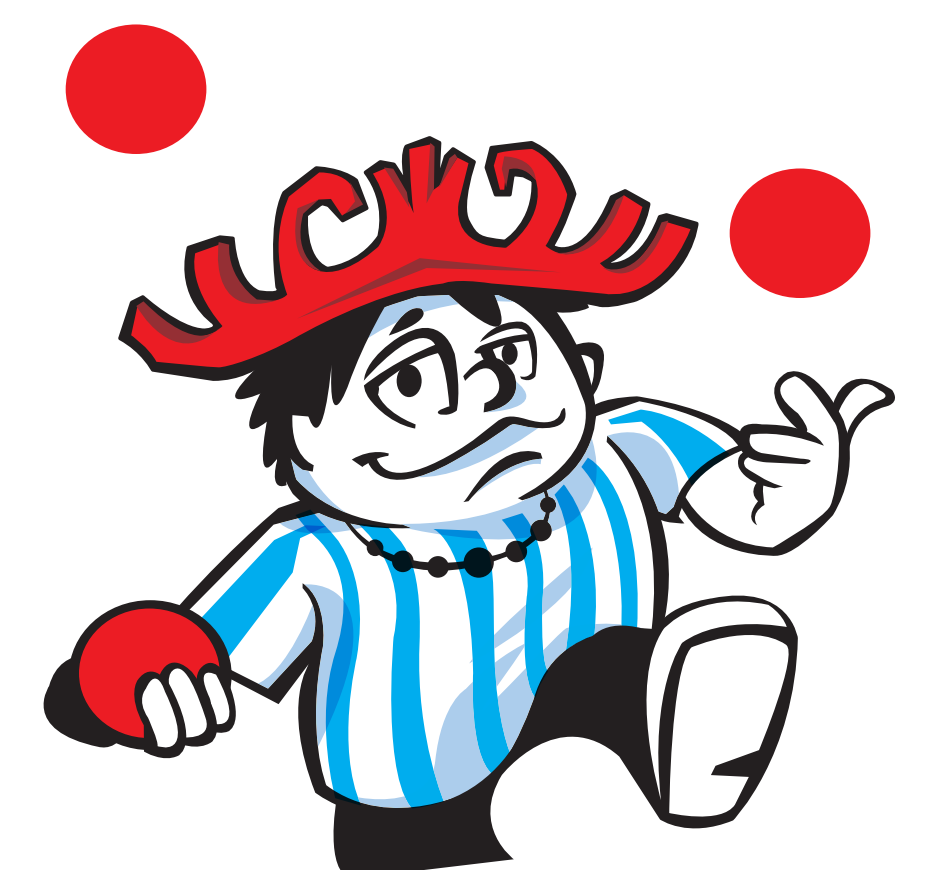
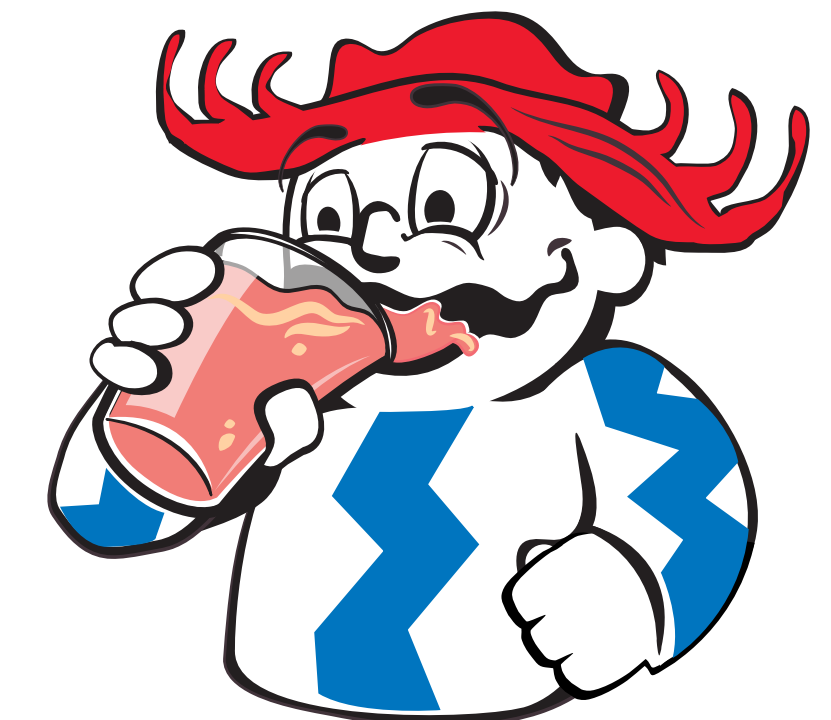




Our “Punchy” update ran the gamut from basic stylistic upgrades to complete makeovers. First and foremost, Punchy needed to seem friendlier, more active, and less likely to punch the elderly.

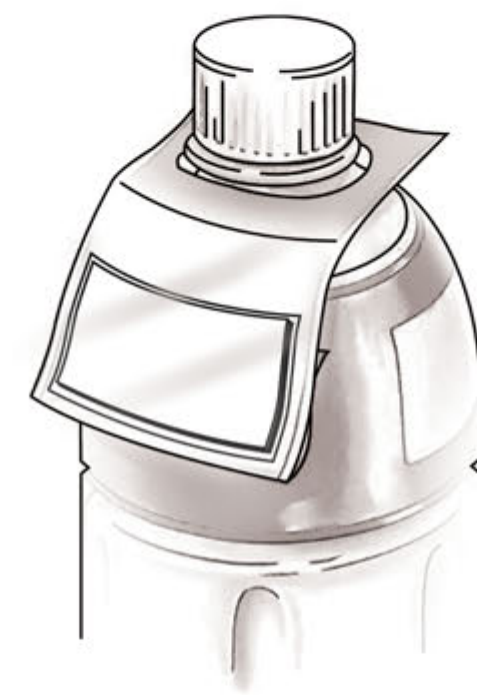


PREVIOUS





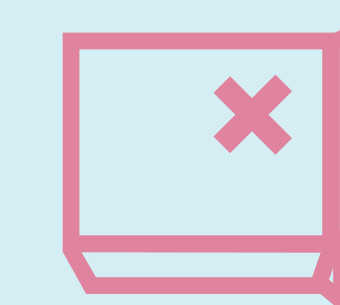
HANG TAG MINI COMIC



COMIC BASED LABEL



PEEL-OFF STICKER



In addition to rethinking the label, other possibilities were explored for helping create a stronger supporting Punchy narrative that could be reintroduced to the audience through some extra features.

CLIENT: **GOURMET BASICS**
PROJECT: **BRAND REDESIGN**
ROLE: **CREATIVE DIRECTOR**
DESIGNER, ILLUSTRATOR



AWESOME ORGANICS SNACKS

Awesome Organics is not subtle when it comes to describing their products, *but they weren't always this way.*

Originally produced by the Gourmet Basics Snack Company, this former wallflower of a brand wanted a bold, graphic style to be heard among a booming (and somewhat over-saturated) popcorn snack category.

Based on their existing tagline **"100% Awesome"**, a new editorial approach was developed, leaning heavily on overstated copy (with just a hint of self awareness) while backed with bold colors and oversized photography. The design was simple yet dynamic enough that the client decided to tie another popcorn product line to the same brand, uniting them for greater effect in the snack aisle.

FOR
GOURMET
BASICS
TO



THIS POPCORN

JUST 35
CALORIES
Per Cup



IS AWESOME ORGANIC

3g FIBER
4g PROTEIN
PER SERVING



aged white
cheddar

NET WEIGHT 5 OZ (142G) U D

22G
WHOLE
GRAIN

0G
TRANS
FAT

50%
LESS
FAT

BEFORE



BEFORE

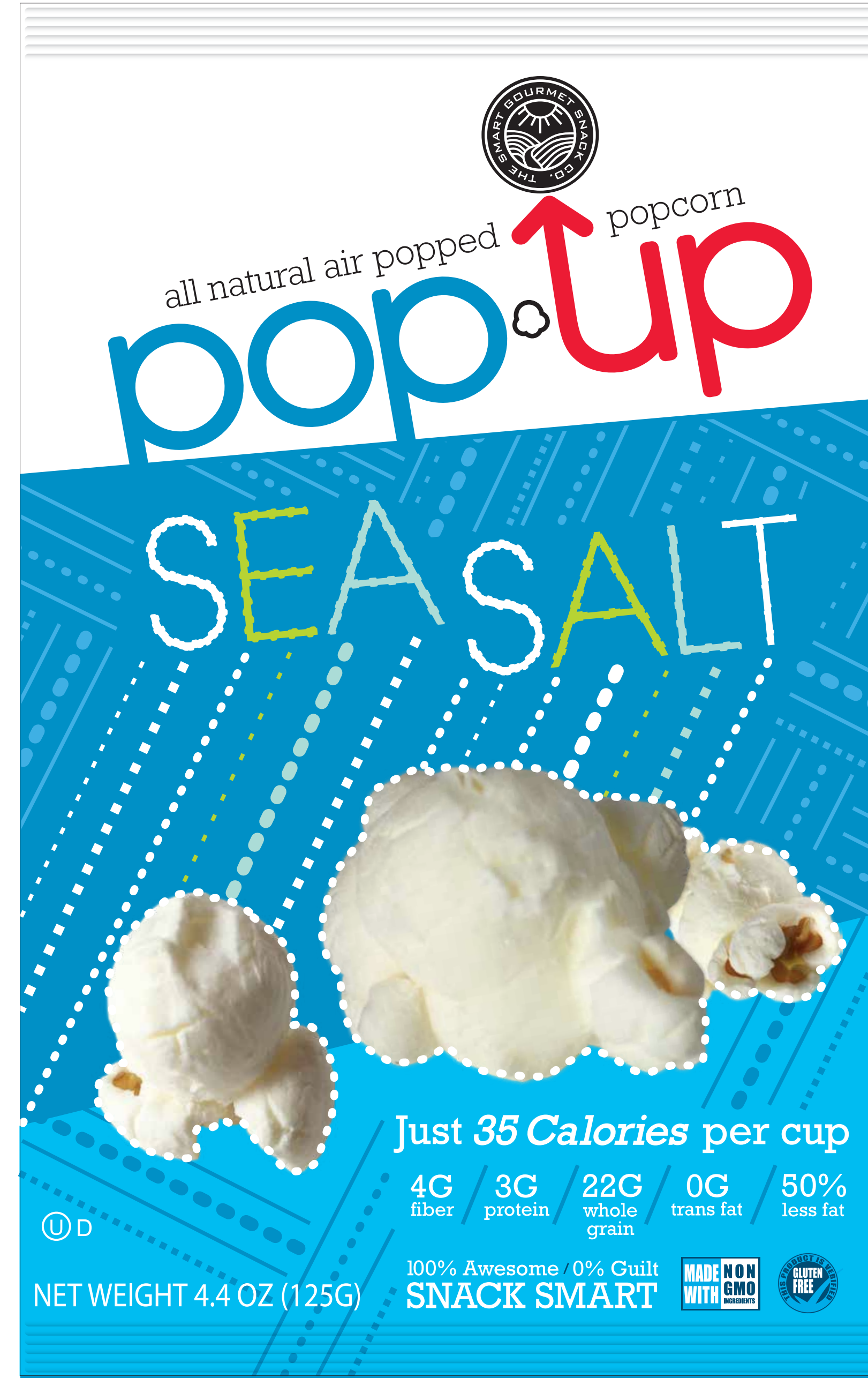


Once the design for the popcorn had been developed, Gourmet Basics decided to thoroughly embrace the awesome and extend the look to another popcorn snack they were already producing.

THE STANDARD



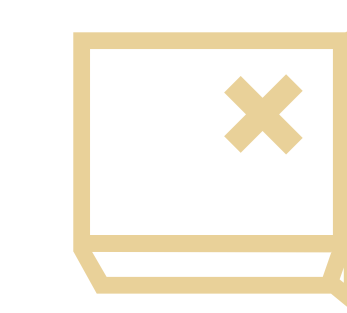
THE MODERN



THE NATURAL



THE FAR OUT

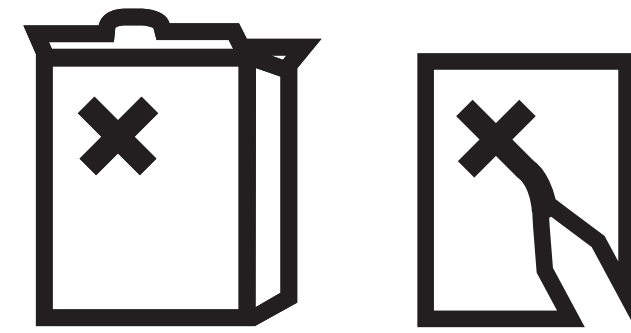


Gourmet Basic was willing to try radical approaches for getting a snacker's attention. The first-round design study explored both graphically narrative options and different potential product names.



HOW THE SAUSAGE IS REMADE

CLIENT: **BILINSKI'S SAUSAGE**
PROJECT: **MULTI-LINE REDESIGN**
ROLE: **CREATIVE DIRECTOR
DESIGNER, ILLUSTRATOR**



BILINSKI'S SAUSAGE CO.

With a new organic gourmet product in the pipeline, Bilinski's felt it was the right time for a label refresh. They wanted a design that would better express the natural quality of the product, and the sophistication of their untraditional flavors.

The chosen concept was a radical change— but such a hit that Bilinski's decided to update the rest of their product lines, including a special seasonal line, and a line of frozen meatballs and patties.





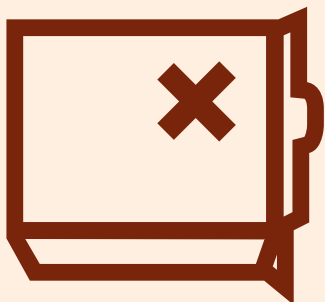
The logo was not originally part of the project’s objectives; but once illustration became a crucial component for the redesign, an updated version was needed to feel more in line with the rest of the package.



PREVIOUS



UPDATED



The updated version built off existing equity that the Bilinski’s brand had created over five years of label development, but refined those assets for a cleaner and more sophisticated presentation.

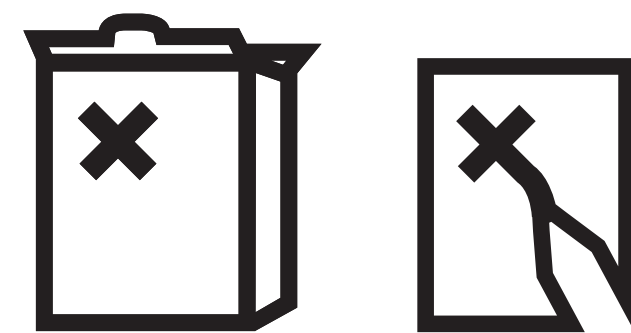


✂ BILINSKI'S NATURAL GOURMET LINE
ALTERNATIVE CONCEPTS



✂ BILINSKI'S FROZEN AND SEASONAL FLAVORS
LINE EXTENSIONS

CLIENT: **BIC**
PROJECT: **LIGHTER WRAPS
& PACKAGING**
ROLE: **CREATIVE DIRECTOR
DESIGNER, ILLUSTRATOR**

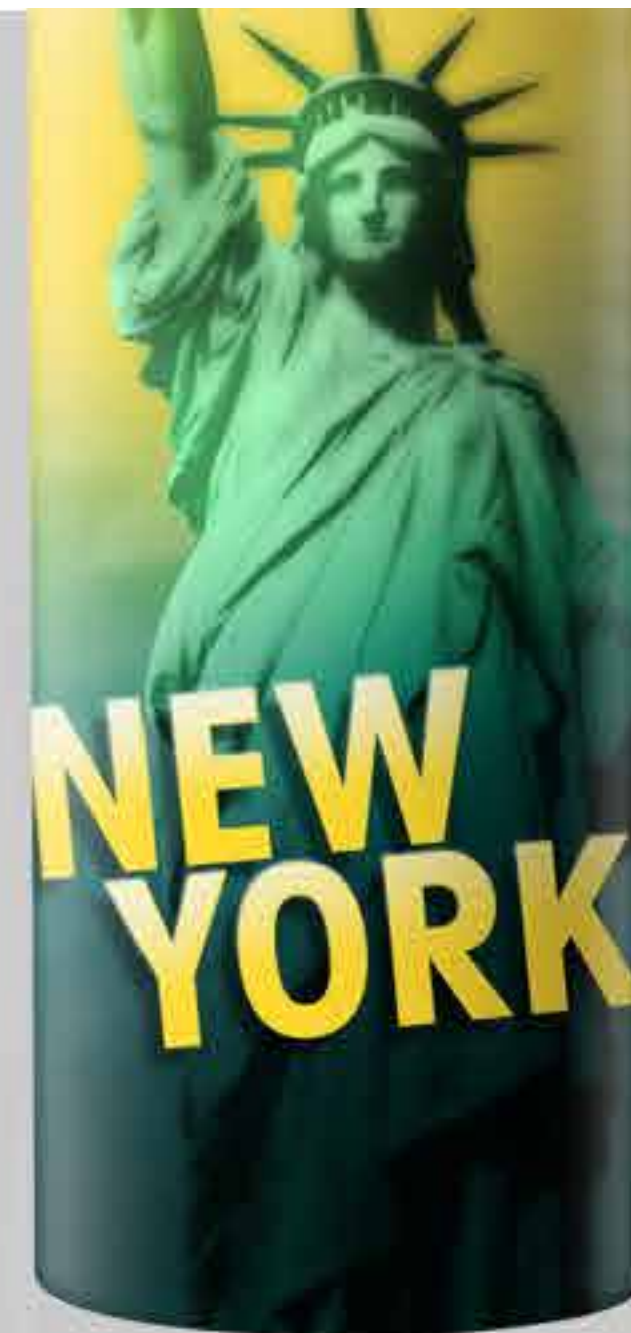


BIC LIGHTERS

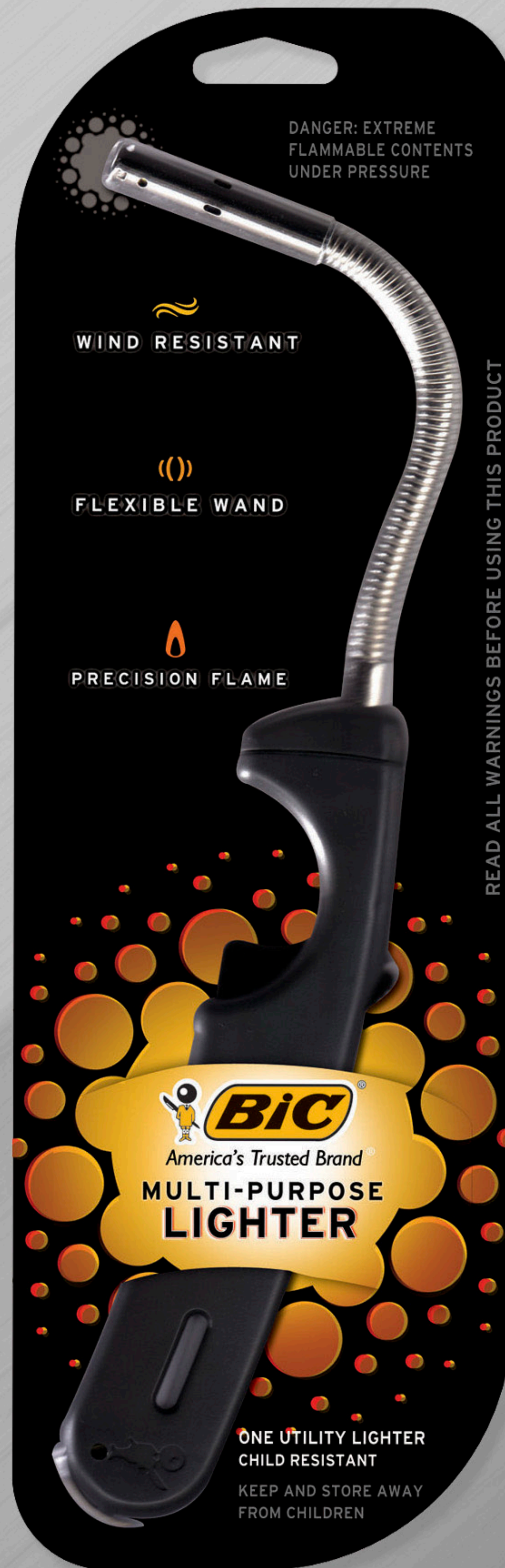
Bic lighters give consumers a gallery of choices to express their moods and styles. Over the last decade I've created hundreds of unique designer wraps for Bic lighters, including fully illustrating their annual and iconic "Flick My Bic" series. Many lighter lines were conceived, developed, and illustrated from scratch without specific direction from Bic.

Working with their pocket lighters also lead to working in their other lighter segments, such as their multi-purpose lighters, and to their packaging.

ACTUALLY PLAYING
WITH FIRE.

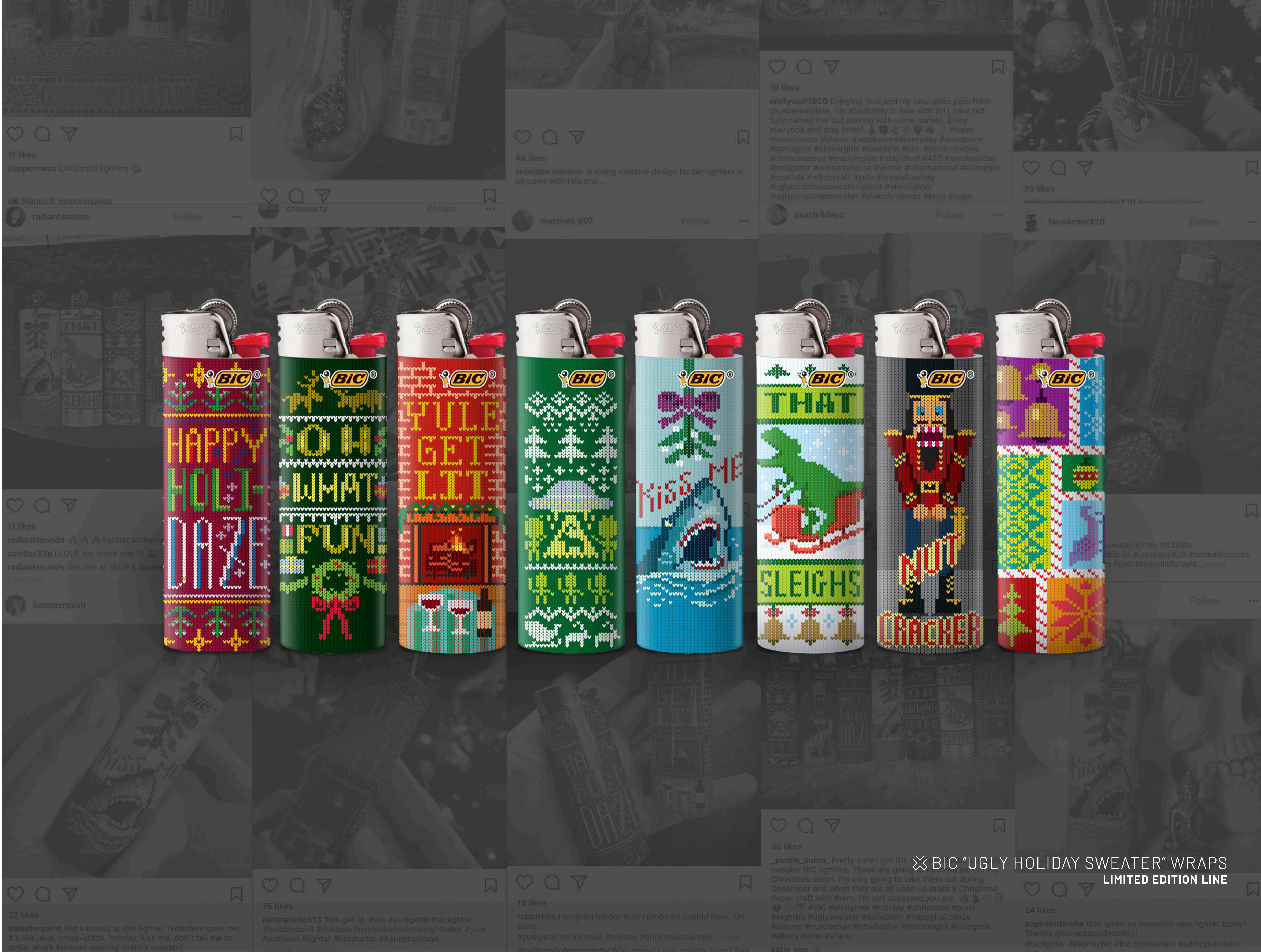








✕ BIC MULTI PURPOSE LIGHTER WRAPS
FOR MEN

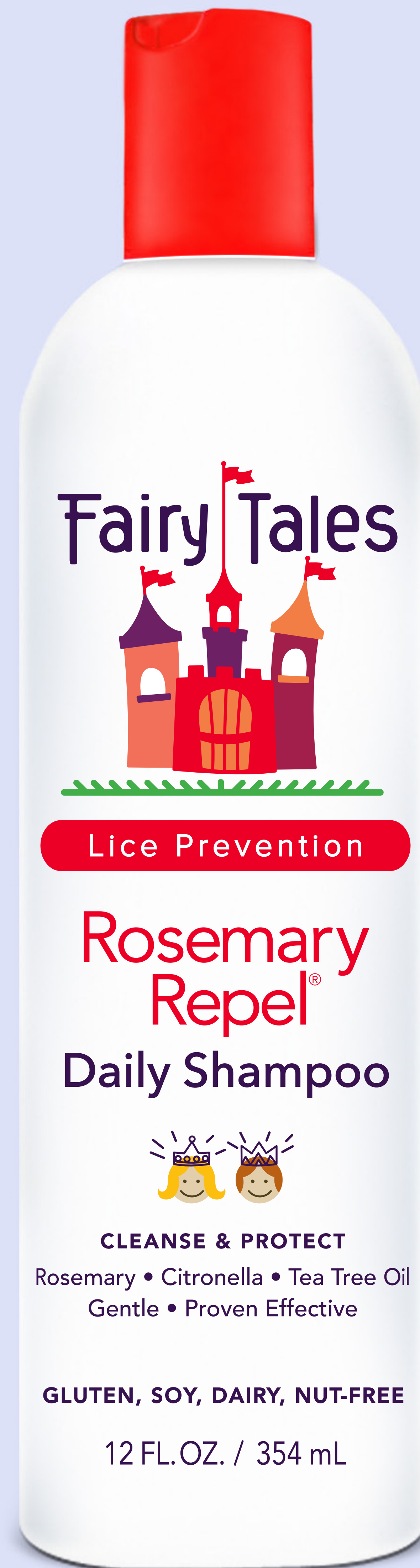


HERE ARE A FEW MORE QUICK SNAPSHOTS FROM THE COLLECTION

A PLACE FOR EVERYTHING AND EVERYTHING IN ITS PLACE.



✂ MRS BUTTERWORTH'S SYRUP
SEASONAL & PROMOTIONAL WRAPS



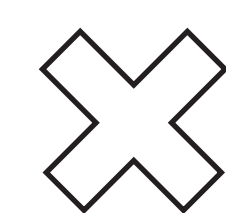


✂ SOLELY FRUIT JERKY & DRIED FRUIT
BRAND CREATION









THANK YOU FOR PERUSING THE PROFESSIONAL PORTFOLIO OF JOTHAN CASHERO

Defining a brand's story takes many forms. New innovative marketing practices are always on the horizon, but the basics of what a package represents to an audience has remained largely unchanged. As consumer habits will grow more virtual, the prominence of a product's package— an actual tangible object— will become more important in connecting them back to the brand.

For any kind of product, grand or just grandiose, a package is not simply a container; it's an ambassador, a postcard with a narrative, a souvenir of the brand experience. It both explains and transports. It's a physical touch point for a consumer's aspiration. It says, "pick me up, and you are here."

For nearly 20 years I've pursued visual problem solving for all kinds of challenges (with gusto). As creative director and principal for the last 13 years of a boutique studio I co-founded, I have helped steward a wide variety of clients through successful brand development. From international corporations to kitchen table start-ups, companies often need their package to act as a map to their brand. I enjoy making the directions. It is fun to be here.