

Philippe Becker Design for Safeway



The Plan: PBD worked with senior executives at Safeway to build a consumer packaged goods style brand within the company. As part of a shift in its private label approach, from reactionary to innovative, Safeway sought to align its private label effort with its overall strategy of building its offerings around consumers. Based on Safeway's brand strategy and marketing objectives, PBD analyzed the competitive landscape and consumers' perspective to develop the storewide design system. The development of O Organics has played a major role in Safeway's strategy to be the health and wellness advocate for its shoppers.

Creative Team: Philippe Becker (creative director), Brody Hartman (director of strategy). Coco Qiu (senior designer).

Other clients: Disney, GAP, Hewlett-Packard, Nestle, T-Mobile, Starbucks, Williams-Sonoma

PHILIPPE BECKER

Age: 41

Position: Creative director

Education/background: California College of Arts, tenured at Primo Angeli; founded PBD in 1998.

What drove your development of the concept?: As part of Safeway's repositioning in the marketplace, the development of O Organics comes from consumers' desire for a healthy, accessible, lifestyle brand.

Working on next: Design of consumer packaging for Nestle and Williams-Sonoma.



Job: Develop a proprietary, organic brand for Safeway, and packaging for 150 products.

Agency: Philippe Becker Design Inc., San Francisco

Theme: Making organic foods accessible to all.

Concept: Create an innovative brand that capitalized on trends of health and wellness, and simple solutions to complex lives.