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## Hughes Design Group Tailors Brand Packaging For Upcoming Retail Season!

*Hughes Design Group provides its clients with shopper expertise that drives competitive advantage, creates new product choices and wins at retail.*

Hughes Design Group, a premiere brand strategy and package design firm located in Norwalk, CT, today announced its partnership with key clients to deliver customized retailer packaging.

This year's holiday season is quickly approaching, and homes across the country will be filled with friends and family -- entertaining guests will be on everyone's mind. Hughes Design Group knows all too well that time, money and larger grocery lists are key drivers to where consumers end up buying during this critical sales period. The retailer battle to win the majority of these shopping visits is heating up.

As a result, Hughes Design Group is collaborating with its brand partners to develop specialty packaging -- creating retail advantage for the likes of Smart Balance, Linden's, Spring Valley and Oster. New packaging showcases products that drive consumer value, solve for the holiday's "hosting" occasions, satisfy larger gatherings, and provide convenience.

Barney Hughes, Founder and President, stated that the firm's approach of actionable creativity™ helps clients win at retail. "For example, while it may not be obvious at first, it is a fact that grocery retailers compete with club or convenience stores as much as they do against other grocers. This dynamic is even more profound during heavy retail seasons. So, we innovate packaging and product offerings to help shoppers make better choices and drive our partners' incremental revenues."

*See How Our Brand Strategy Has Had Significant Impact On Several Other Brands By Visiting [www.hugheslink.com](http://www.hugheslink.com)*



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