

**PROJECT SPOTLIGHT:**

# LIGHTHOUSE SEAFOOD PACKAGED GOODS

A premier seafood retailer in Central Maryland, Lighthouse Seafood and Deli has established itself as a purveyor of quality, fresh seafood. Looking to expand its reach beyond local enthusiasts, Lighthouse approached evok to create packaging for its first product for supermarkets.

As self-proclaimed foodies, the challenge of introducing a new product to the ranks of the frozen aisle's finest proved to be an exciting opportunity to show our design chops. Throughout the process, our focus remained to emphasize the high-quality seafood the brand was known for, including the wild-caught shrimp and fresh blue crab meat.

Using a striking and eye-catching deep red, we created a modern look for the Lighthouse Seafood Flatbread that set the product apart from other frozen pizza options. To add texture and depth to the design, we incorporated illustrated nautical elements and mouthwatering food photography. Paired with clean typography and FDA-compliant labeling, our team's efforts resulted in unique, bold packaging able to catch a busy shopper's attention and certainly inspire hunger to strike.



**INDUSTRY**  
PACKAGED GOODS



**AUDIENCE**  
GROCERY STORE CONSUMERS  
FOOD ENTHUSIASTS  
QUALITY CONSCIOUS BUYERS



**CATEGORY/TACTICS**  
PACKAGING DESIGN  
PRODUCT POSITIONING  
PHOTOGRAPHY  
BRAND DEVELOPMENT  
RETAIL COMPLIANCE  
CREDIBILITY



Packaging Design