Consumers only spend 3-5 seconds at the shelf. Identify & focus on only the most motivating messages; white space can be used to help focus consumer attention.

Two designs are most appealing and offer substantial upside vs. today’s egg packaging: Nutritional Benefits and Farm/Natural Imagery.

Emphasizing the nutritional benefits of eggs is a key driver of increased egg usage. Best messaging includes the following:

- High-quality protein
- Good Source of Vitamin D
- All-natural

Using farm-related imagery conveys a feeling of freshness, naturalness and is aesthetically pleasing. But be careful not to mislead consumers if the product isn’t organic or cage-free.

Illustrated or more abstract images are preferred. Consumers do not need to see an egg; they already know it’s an egg carton.

Images of cooked eggs have the potential to alienate consumers who do not like that particular style of preparation.

Avoid bright, bold and attractive colors to grab attention. Green is especially appealing as it implies freshness.

Design choices are key in implementing the recommended guidelines. Font choices, colors, asset placement, etc. need to be looked at in totality. Does the packaging look new/fresh/different? Is it clean & simple?

For more information go to AEB.org.