

ricarri

national retro day

By: Emma Blomley



the concept

This National Retro Day, we're celebrating the anniversary of the 50 year partnership of Rice and Roni by personifying them as a timeless couple, showing them on romantic dates, enjoying retro milestones, and living out their classic love story in the 1950s and 60s.

media

* Commercial

* Website

* Packaging

* Direct Mail

* In-Store

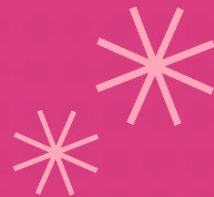
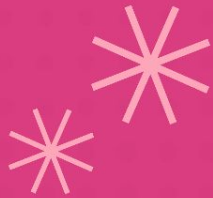
* Live Event

* Print

* Merchandise



commercial





* the story *

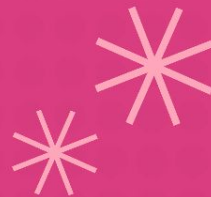
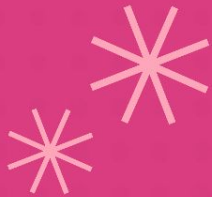
~ of ~ *

rice and roni

*



packaging







in-store



gettin' steamy with
rice & roni

come celebrate our limited edition, classic cheddar
flavor this national retro day!

nationalretroday

Rice & Roni



picaroni
Aisle 15

Nice
& Fon!



print





website



rice
~
roni

shop events our story



celebrate 50 years of
romance with rice and roni!

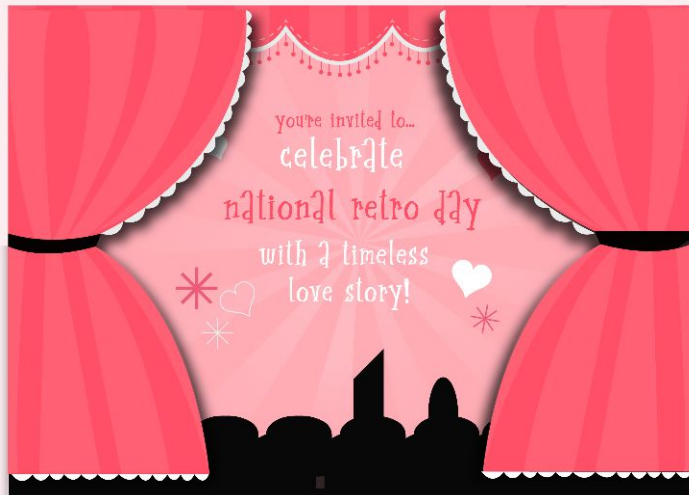


RSVP



direct mail









live event





#theoriginalitcouple







* the story *
~ of ~ *
rice and roni
*

The image features a solid pink background. A white, hand-drawn style border with rounded corners and small loops at the corners frames the central text. In the upper-left and lower-right quadrants, there are two starburst graphics, each consisting of a central point with eight radiating lines of varying lengths.

merch





fin

