

## **Superbowl LIX 7-Eleven**

Mirabella Hunter | Mohammed Arham | Hayden Zebrowski | Deisler Deleon

With the advent of the internet, and the rise of mobile tech, access to convenience as a product/service has exploded - especially in the food industry. According to the National Restaurant Association, over 50% of Americans consider food delivery to be an “essential part of their lifestyle.” And, an even higher percentage of the Millennial and Gen Z population share this sentiment (~65%). As a result, food delivery apps and services have skyrocketed in popularity - and are expected to continue rising!

Due to this, convenience store chains - such as 7-Eleven - have the potential to appeal to a wider consumer base by increasing the range of deliverable fresh food and pre-packaged items typically offered in-store. This, plus the overall push towards sustainable products + packaging, offers the possibility to introduce a different packaging format that replaces current packaging with a recyclable option that does not use plastic.

The meal combo chosen for this project consists of a drink, pizza slice, boneless wings, and cookies. Food and drink packaging are made using 18pt SBS, while 20pt is used for the delivery box. 7-Eleven imagery is used in all graphics provided to maintain and promote brand image to the consumer. Additional inspiration comes from the upcoming NFL event, Super Bowl LIX, with the intent to mimic the colors of the competing teams - the Philadelphia Eagles and the Kansas City Chiefs. The delivery box is large enough to fit 4 drinks in addition to any combination of pre-packaged items and fresh food.