



## GOAL:

Create a modern look for a brand new Piggly Wiggly store in Kinston, NC while incorporating a hint of the iconic Piggly Wiggly pig brand. Since people respond well to, and notice facial imagery, it made sense to crop the pig's face directly and integrate the imagery into other elements of the store's design.



Super-scaling and dimensionality allows this piece to command attention while maintaining the personality and identity of the Pig.



Promoting the image on other items for sale, such as reusable shopping bags, t-shirts, and sweatshirts leveraged their customer's admiration for the brand image.

