



2025 INDIE TOP 40 DESIGN AWARDS





FIRECRACKER STEAK & SHRIMP

LIMITED TIME OFFER CAMPAIGN



DESCRIPTION: A BRIEF DESCRIPTION OF THE WORK AND CREATIVE IDEA

SURF & TURF

HIGHLIGHT THE PAIRING OF LAND AND SEA IN OUR FIRECRACKER STEAK & SHRIMP (FCSS) DISH, WITH PREMIUM FLAVOR AND PRESERVING THE AMERICAN CHINESE PANDA EXPRESS HERITAGE.

THE BRIEF: WHAT WAS THE BRIEF? WHAT WERE THE CHALLENGES AND OBJECTIVES?

The challenge of this campaign was to make our new Limited Time Offer (LTO) stand out in a category that's saturated with new news, incessant advertising, and forgettable promotions that get drowned out in a sea of sameness.

To address that, we aimed to telegraph the indulgent quality of our dish: both steak AND shrimp in a single dish. A rare combination of ingredients for the category, and a first for Panda Express.

Premium indulgence + value. As one Panda Express customer put it, *'McCormick and Schmidt quality at McDonald's prices'*.

Demonstrating FCSS is a real meal prepared in a real wok was a key part of our strategy. We needed to highlight the combination of both proteins AND veggies, to stand out in a category mostly populated by sandwiches + sides.

Our objective with our work was to cue craving for Panda Express and bring our brand top of mind for our audience: Everyday Indulgers; those who are looking for reasons to indulge every day.

SOLUTION + RESULTS: HOW DID YOU SOLVE THE BRIEF? WHAT WERE SOME OF THE RESULTS?

To solve for this, we created a premium visual design system to highlight the indulgence + multi-ingredient nature of FCSS. We portrayed the food as “sculptures”, as objects of desire, supported by indulgent headlines. We created a set of visual elements, -frames-, that supported the merge of American-Chinese culture, building visual equity for Panda Express. This system allowed us to create a fun but premium consistency along all the different platforms the campaign touched.

CONTEXT (OPTIONAL): ARE THERE ANY SPECIFIC CULTURAL/REGIONAL/LOCAL REFERENCES FOR JUDGES TO UNDERSTAND?

Panda Express stands alone as the largest family-owned American Chinese restaurant chain in the QSR/LSR category. It was incredibly important to us to pay respect to our cultural heritage when building out our design system. Though we were requested to omit using Chinese characters, we were adamant about incorporating traditional Chinese design elements into our work— mashing it up with the visual boldness of the American fast food category. All while retaining a premium + fresh look for maximum visual clarity.

POP DESIGN CONCEPT

SURF & TURF

Firecracker Steak & Shrimp, FCSS, isn't just a meal, it's an experience. We bring together the best steak and the freshest shrimp, offering you the best of land and sea on a premium plate.

We highlight this indulgent combination to show a meal that leaves you feeling truly satisfied. And the best part? An indulgence with such good value you can enjoy it every day.



INSPIRATION:

WHERE WE BEGAN

For the campaign design, we knew that we needed to evoke a bold, strong tone with our visuals that would pair well with conceptually written headlines and copy about love— Panda's central brand focus.

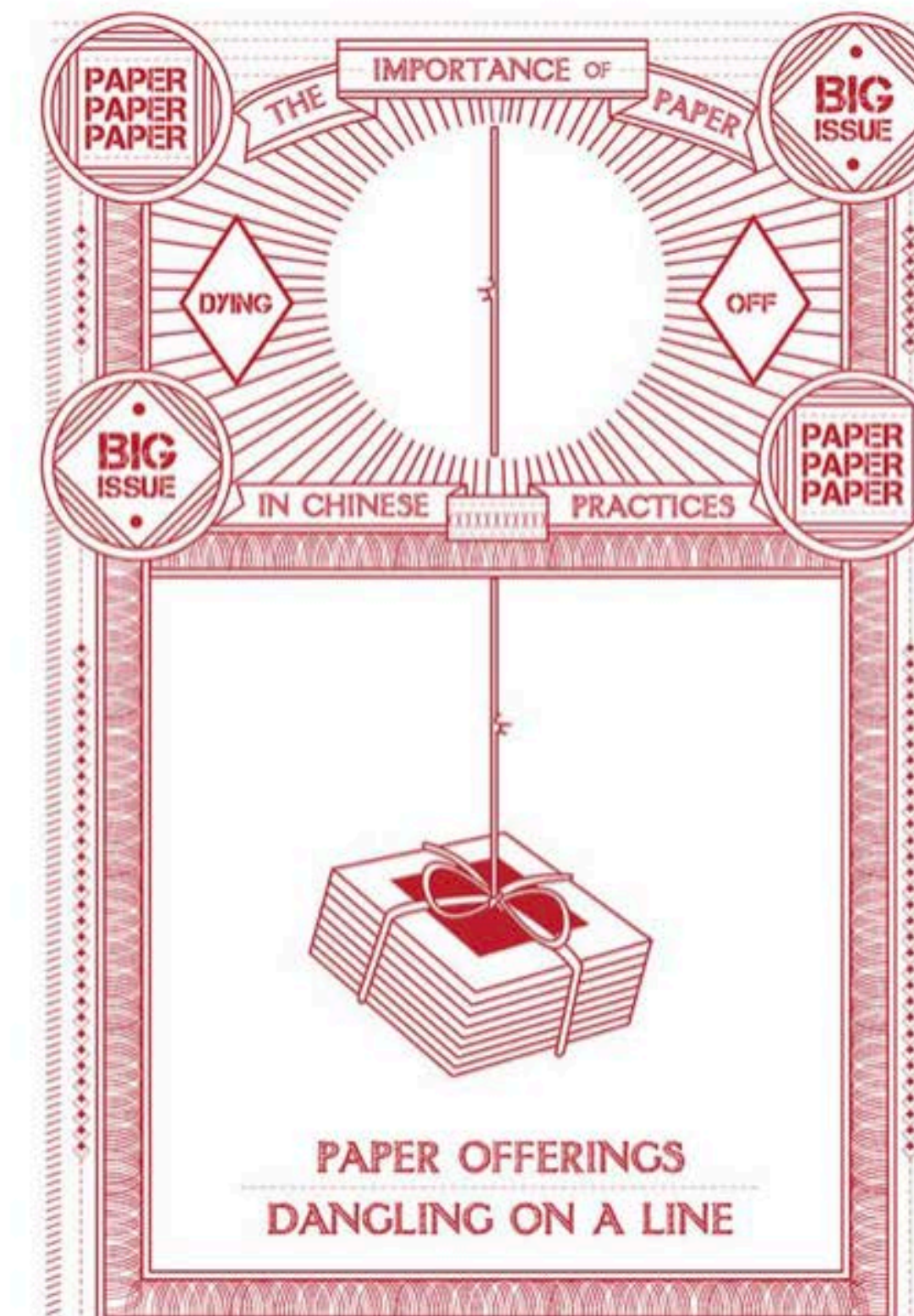
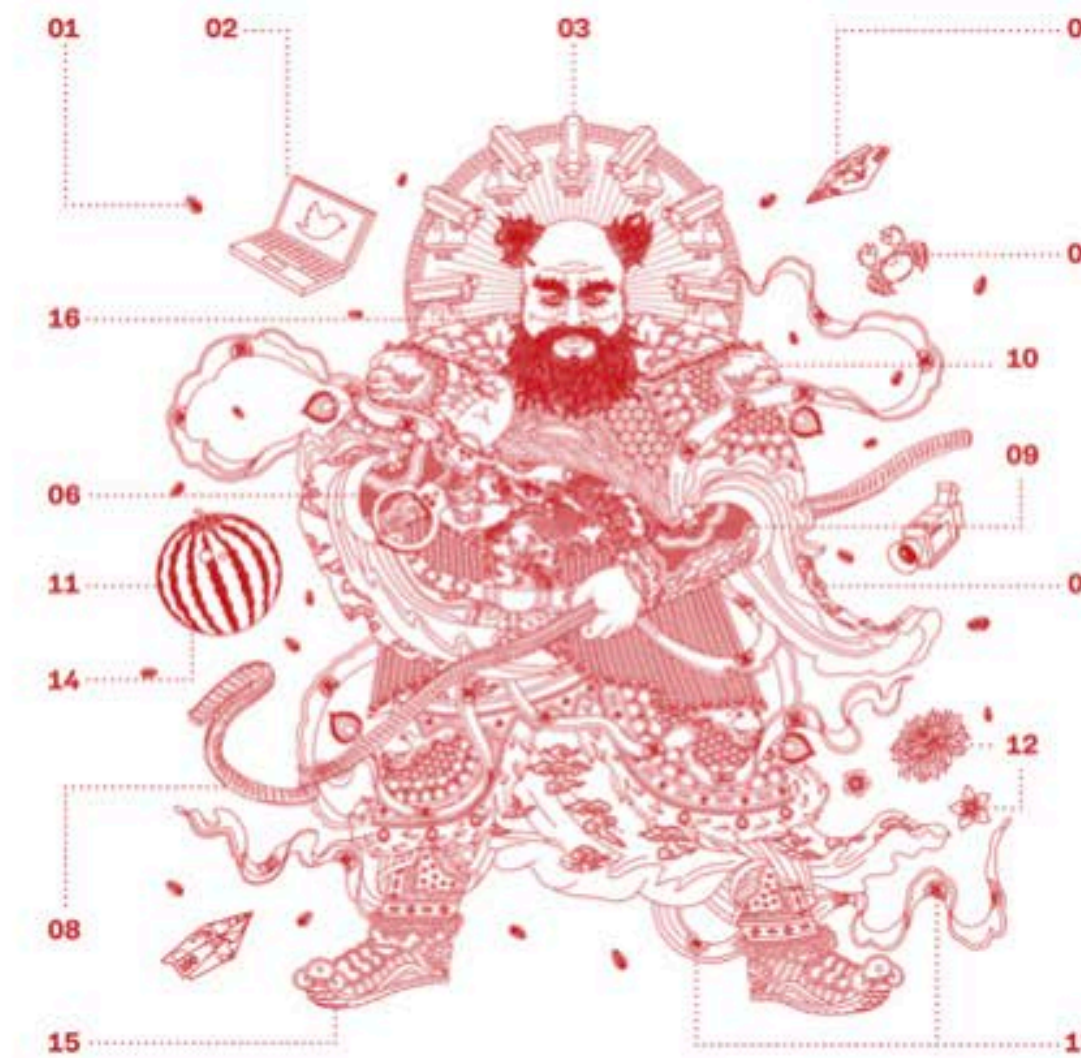
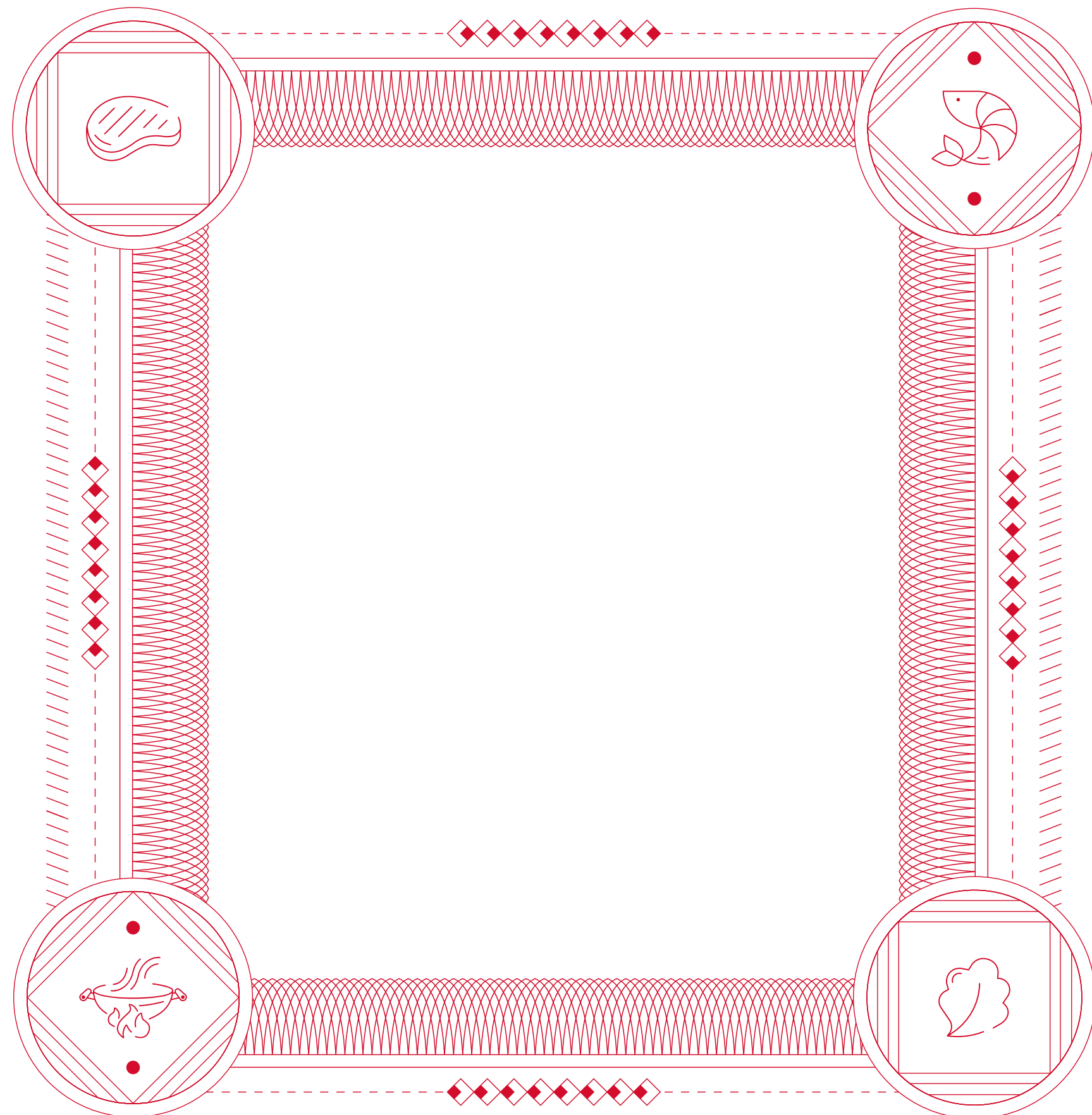
Bold elements felt like the best place to start: Drawing from clean backgrounds, vibrant photography and vertical layouts when portraying type.



INSPIRATION: LOVINGLY CRAFTED DETAILS

AMERICAN CHINESE INSPIRATION & A DISTINCTIVE LOOK FOR PANDA LTOS

We took inspiration from traditional Chinese print design to develop Panda's unique take on frames, ornaments, and copy containers. We incorporated Panda Express icons to make the frames even more ownable to the brand.





SURF & TURF PREMIUM APPROACH

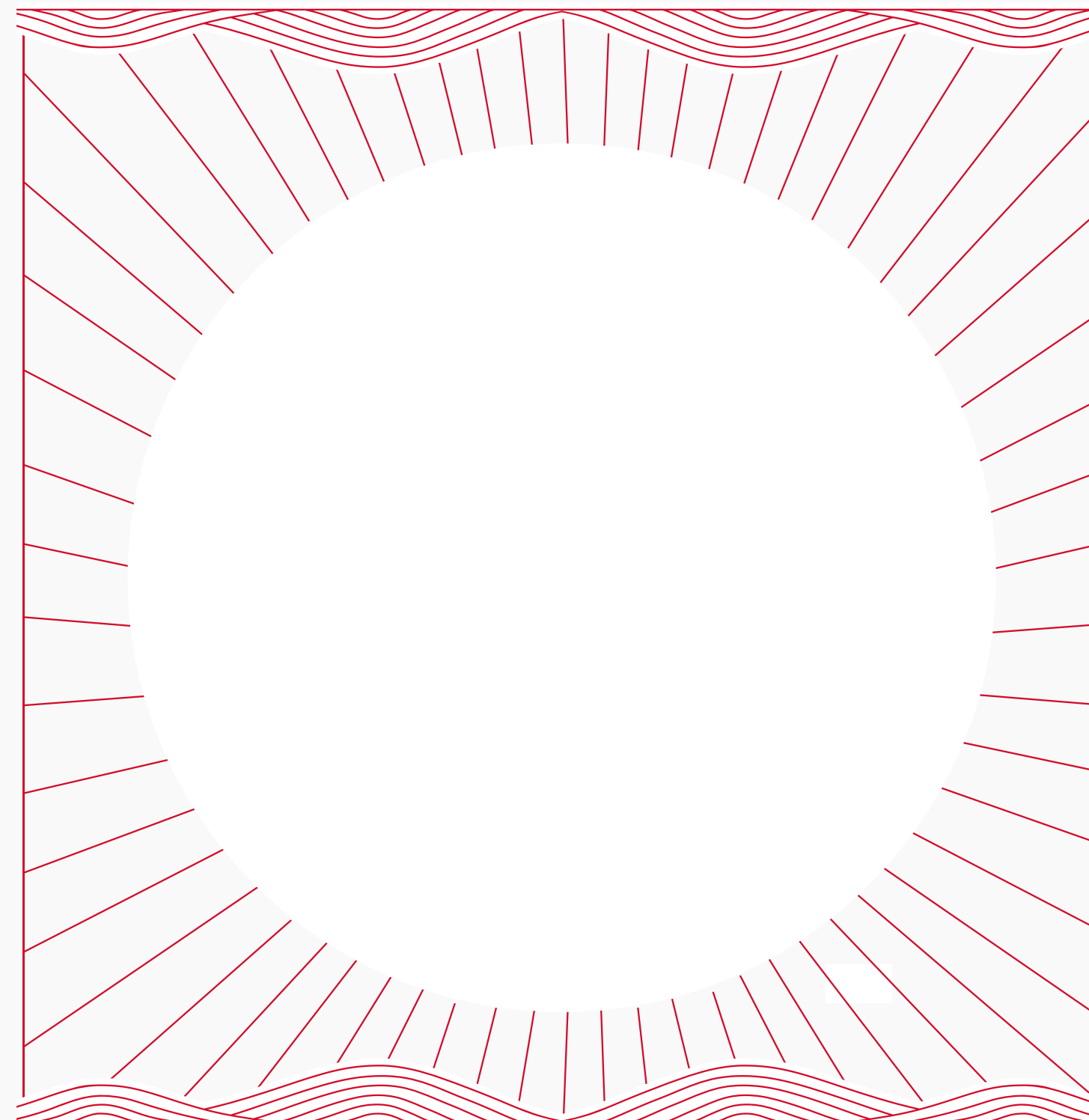
This direction highlights the pairing of land and sea for Firecracker Steak & Shrimp. We incorporated the bold, straight lines of green pastures and the unmistakable curves of the sea's waves.



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INSPIRATION:

OOEY-GOOEY PHOTOGRAPHY

The visual boldness of our food photography paired with the delicacy of our Chinese-inspired frames created the premium impact we needed for this Panda LTO to stand out.

A dish, with fresh, premium ingredients, to satisfy the craving of Everyday Indulgers.





POP







The advertisement features a central image of a red Panda Express takeout box filled with Firecracker Steak & Shrimp, garnished with colorful bell peppers and onions. Three golden-brown dumplings are placed next to the box. The entire scene is framed by a decorative red border with geometric patterns. Four circular icons are positioned at the corners of the frame: a steak, a shrimp, a wok with flames, and a dumpling. The text is arranged around the central image, with the title 'FIRECRACKER Steak & Shrimp' in large, bold letters, and the tagline 'Two DECADENT FLAVORS in One DELICIOUS BITE' on the right. Above the title is the phrase 'AN INDULGENT NEW DUO'.

AN INDULGENT NEW DUO

FIRECRACKER
Steak & Shrimp

Two
DECADENT
FLAVORS
in One
DELICIOUS
BITE

PANDA EXPRESS
CHINESE KITCHEN

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