

PACKAGING DESIGN BRIEF

PROJECT: Packaging Assignment #1 • **CLASS:** GWDA262 VIRT 1 / Package Design

Client: Honest Tea Company

Product Launch: Yummy Gummies

PART 1 – ASSIGNMENT AND PROJECT SCOPE

ASSIGNMENT BACKGROUND, OBJECTIVES, AND SCOPE

- Step back and paint the big picture behind the assignment... challenges the brand faces, why the assignment is what it is, the competitive landscape, recent business trends and so on

The Honest tea company has a large range of children's healthy juices. They come in pouches, boxes, and gallons. They do not have any food, just drinks. The Honest Tea Company and Honest Kids is owned by the Coca Cola Company. This is one of the big efforts the Coca Cola Company has taken to expand into the healthy market and the healthy kids market, which is rapidly growing. There are many corporations that are expanding in the healthy children market, for example The Campbell Soup Company launched Goldfish crackers (under their subsidiary Pepperidge Farm), made out of vegetables and colored with beet juice, tomato, and paprika extract, in January of 2020. In the summer of 2019, The Kellogg Company, added Nutri-Grain Kids to their vast roster. Under Nutri-Grain Kids they sell soft baked mini bars filled with fruit (no artificial flavors and no high-fructose corn syrup). This is a departure from Kellogg's other popular kids snack products like Rice Krispies Treats and Pop-Tarts. Overall the trend for major food corporations are creating brands and products that cater to healthy minded moms. My product is Honest Kid's Yummy Gummies (Yummi Gummis, Yummy Gummys) it would continue Honest Kids mission of creating lower sugar, organic, healthy alternatives to kid's lunchbox staples.

- Outline the marketing objectives of the assignment and desired outcome(s)

With this project I hope to create a product that I can see naturally filling the shelves. I want to have eye catching kid pleasing designs, with a product that targets the fastest growing children's food market, that being the healthy lunchbox/shelf stable products.

TARGET AUDIENCE & AGE RANGE:

- Describe whom the project is intended to reach. Include consumer segment demographics, needs, motivations, buying habits, lifestyle preferences, etc.

This product is targeted towards children and their parents. It should be eye candy and appealing enough to kids that they immediately gravitate towards the colors and graphics, while emphasizing the health conscious aspect so that parents feel that they are making a smart decision in buying the product. Parents want to fill lunch boxes with foods that are shelf stable and don't need ice packs or heat packs, that their children will actually want to eat, and that don't make them feel guilty or like they are compromising their values and lifestyle goals. The buying habits of this demographic are very regular, they tend to buy in bulk and on a schedule so that their children have what they want for lunch. They aren't so health conscious or have the time to make all of the food from scratch with all veggies, but they also don't want to pack Lunchables and Rice Krispies Treats.

- Primary target audience age

2yrs -10yrs old children. Boys and girls.

- Secondary target audience age

30yrs – 45yrs old parents of young children. Moms and dads, whoever does grocery shopping and lunch packing.

PRODUCTS & FLAVOR/SCENT/VARIETY:

- What is the product price point?

The competition prices vary, Welch's fruit snacks which are not "healthy" are roughly \$2.50 for ten individual pouches. The more health conscious Annie's fruit snacks retail for around \$7.50 for a twelve pack. However, the Honest Kids juice pouches are priced at \$3.50 for an eight pack. Because of these factors, I think a twelve pack of individual fruit snack pouches should be \$5.50.

- Pick a flavor, variety, scent and/or any special feature or ingredient here. Describe the flavor, scent, variety and/or original key ingredient that sets your trial pack duo apart from the rest

One is a classic berry punch consisting of strawberries, blueberries, raspberries, and açai berries. The other is a tropical variety which includes pineapple, coconut, orange, and dragonfruit. I think kids will really gravitate towards these classic flavor combinations with healthy and sophisticated twists. Açai berries and dragonfruit are both superfoods that are very rich in antioxidants and also very trendy but not so much that they are out of reach for middle America. Starbucks debuted a Açai drink on their nationwide menus in 2012, it is still available.

PART 2: PLANNING, DATES & MATERIALS

SCHEDULE:

List the class Milestones with Project Schedule and Due Dates. Mention how you plan to implement and deliver all necessary assets complete and on time.

Week 1 – design brief

Source inspiration from dieline ahead of time, research before starting brief

Week 2 – DUO label dielines & sketches

Work on sketches Tuesday after class, to ensure enough time for revisions

Week 3 – DUO Digital labels and glass container

Start looking for containers/ packages in week 2

Week 4 – Carrier dielines and prototypes

Research prototyping methods, lots of videos

Week 5 – Carrier sketches and graphics

Allow time for sketch revisions

Week 6 – final due

Make sure any printing is done days ahead of when its due

Week 7 – Forced Connection and DUO sketches

Think about inspiration and different established brands ahead of time

Week 8 – DUO label dielines and graphics

Week 9 – Carrier dielines, sketches, graphics

Allow revision time for sketches and graphics

Week 10 – Prototype, 3d renderings, final presentation

Source mockups weeks or two before, so lots of time can be spent in photoshop

MATERIALS NEEDED:

Based on the project description, list any additional supplies you anticipate needing for this project.

WHITE Bristol, Brainbridge, Oaktag or Poster board. Glue, double sided tape, scissors, X-acto knife, cutting board, pen, pencil, and printer paper. Printer, Scanner, Digital Camera, or any device that can capture a 6 mega-pixel image and upload it to a computer. Adobe Illustrator & Photoshop CC.

Glue, adhesive spray, X-Acto knife, printer, Adobe suite, pencils, ipad, computer, apple pencil, phone, DSLR camera, containers/pouches, food/bag resealer heat tool to seal edges, fruit snacks to fill

CLEAR CONTAINERS:

Create PHYSICAL PROTOTYPES using actual containers, so please secure these containers or products.

- **NOW** (consider ordering on-line, re-purpose bottles in your home, or local retailers like the Container Store, Dollar Store, etc). Find products that are appealing or high-end enough to be packaged in clear containers, such as bottles or jars (can NOT be brown, blue, green, etc.). They must be FULL and capped with product.

Insert PHOTO IMAGES here of containers you are planning to use



The outside packaging with either be a carboard box or a big pouch. Inside is individual sealed bags of fruit snacks.

REVISED PACKAGING

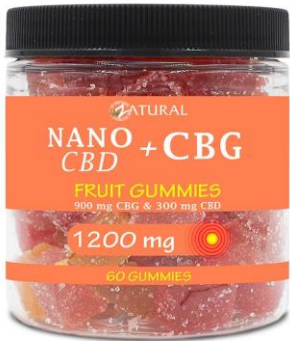
Still a resealable pouch but with the back completely transparent



The nutritional information could remain on the backside of the packaging and still leave most of the product visible, like in these Huro gummy bears.

This packing easily fits into a cardboard box, similar to Annie's, a rectangular box could fit 6 pouches, 3 of each flavor.

My second option is small plastic containers with lids.



These kinds of small plastic jars are most commonly used for CBD gummies or vitamin gummies. I have seen them used for candy like in this Candy Club example, however that usually denotes a more sophisticated, adult brand of candy like sugarfina.



I think sugarfina's squared containers are beautiful but too elegant for this brand and its target demographic. The cylindrical containers are more casual.

Sugarfina packs their containers into boxes



So does Candy Club



And Healist CBD



Ideally my packaging would also be a cardboard box, but would more small jars of candy. I think that in the lunchbox genre of food packaging, parents want to buy products that will last for a couple of days or weeks, so each outer package would need to maximize the amount of duo containers. Using smaller plastic containers I found, I could probably fit 6 jars, 3 of each flavor variation into a box.

RESEARCH, CITATIONS & RESOURCES USED:

Insert your response here

<https://www.coca-colacompany.com/brands/honest-tea>
<https://www.target.com/s?searchTerm=honest+kids>
<https://www.campbellsoupcompany.com/>
https://www.kelloggcompany.com/en_US/brandportfolio.html
<https://welchsfruitsnacks.com/>
<https://www.annies.com/products/fruit-snacks/>

PACKAGING DESIGN BRIEF

PART 3 – SPECIFICATIONS

The packaging design must consist of the clear container duo (2) of products, with front and back original labeling that considers the qualities of the clear container and the ability to see the product within.

- The outer packaging will be in the form of a paperboard gift or carrying box, with similar graphics
- List any specs available on labels and carrier boxes
- Define the package structure, oz wt, print process, etc.

Cardboard box will feature both flavors, the inside will contain both flavors individually wrapped. The outside carrier box should be

rectangular landscape and the individual packages should be rectangular portrait. The individual packages can be filled, then the printed design adhered to the outside of the pouches.

MANDATORY ELEMENTS – CLEAR CONTAINER LABELING GRAPHICS

FRONT LABEL

- Logo/Brand – You will be using one of the 4 logos provided from client.
- Variety, Flavor, Scent, etc.
- Weight (small at the bottom)
- Any associated color coding that easily identifies and differentiates this flavor/scent/variety.

BACK LABEL

- Logo/Brand – A bit smaller on the back
- Variety, Flavor, Scent, etc.
- Any associated color coding that easily identifies and differentiates this flavor/scent/variety.
- Include ingredients, instructions, nutrition info, government warning, etc. any/all info typically found on this type of product.
- Company contact info with a prominent website.
- Small UPC

CARRIER BOX GRAPHICS

- Logo/Brand – You will be using the same logo that you used for your clear containers. Make sure that the logo appears on every side, as large as possible considering the side seams.
- Text to tell the consumer what this is (Variety Pack, Sample Kit, Gift Set, etc.)
- List of all products contained with associated color-coding and imagery.
- Weight and number of bottles (2-12 oz. Bottles)
- Prominent website.
- UPC and distribution info on the bottom
- No need to include ingredients, instructions, nutrition info, etc. as that is already on the container/s, unless, there is a key ingredient that you want to showcase.

PART 4 - CURRENT BRAND PERSONALITY AND POSITIONING

- Describe the personality of the brand, how it's currently positioned and what it stands for

The Honest Kids brand is all about “delicious low sugar beverages” made with organic ingredients. They use mostly fair trade ingredients and want people to feel that when they are purchasing Honest beverages they are making a “small decision [with a] BIG impact. In the grocery isle where the kids juices are they are the leading healthy option. They are usually displayed next to Gatorade and Capri Sun. It stands for the healthy alternative to classics that kids love.

- Describe the way in which the communication should be presented e.g., “fun and energetic”, “supportive as a mom – family nurturer”, “straightforward, brand as expert”, “appeal to teens & tweens”, “wholesome”, “sophisticated”, “feminine” and so on.

Natural, fun, bold, healthy, energetic

- What is the unique selling proposition of this brand & product?

The Honest Kids Fruit Snacks are the fruit snacks that kids love, with the nutritional value that moms love. They are lower in sugar than competitors and made with organic ingredients.

- What is the benefit and reason to believe in this product?

This product will get kids excited about eating their lunch, and about eating healthier versions of the foods they love. Parents will feel good about packing these fruit snacks in their kids lunchboxes.

BRANDS & THEIR PRODUCTS:

- Compare and contrast competitor's packaging. What is the norm within this product category?



Regardless of how much sugar is in the product, they usually emphasize that it is made from real fruit juice. They favor real photos of fruit or the product to cartoons or graphics. They tend to stick with a big logo centered in the top, and then a centered product description.

- What packaging did you feel did an exceptional job in representing the product and brand? And why?



Hoppers dog treats are bold, they have a beautiful bright color palette and fun graphics of dogs doing tricks. They look chic and fun. Engie energy drink does a great job of showing exactly what the product is. Its not even in English but you can still tell that its an energy drink, the graphic and the colors and energized and flowing with movement. Magic Spoon is known for their packaging. They capture the magical nostalgia of being a kid eating cereal, but with a modern adult feel which denotes their adult centered target demographic.

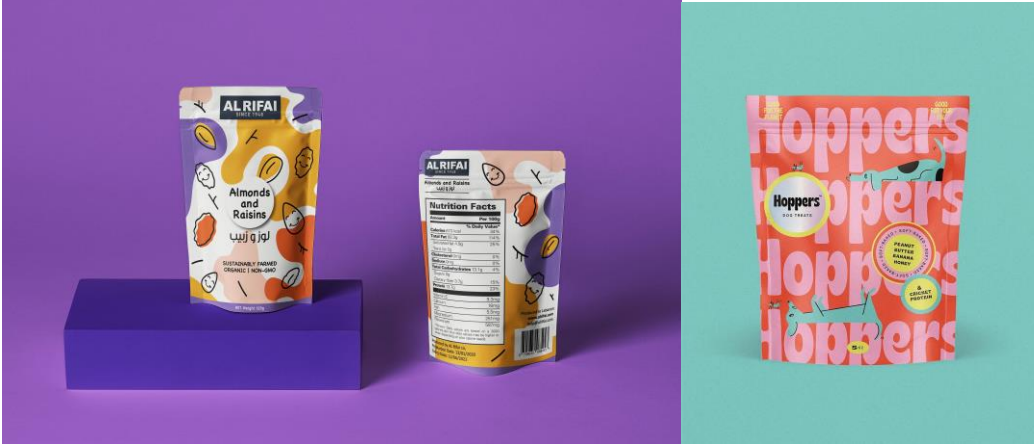
- What kinds of “Carrier” box packaging did you like. And why?



I like Annie's boxes, the landscape orientation of the rectangular box makes it so that the individual packets lay next to each other with plenty of room. This will be perfect for the two flavor boxes of this project. **BRAND LOOK & FEEL (Graphics, Photography, Illustration)**

- Describe and show your graphic style of what you want to use. Is it edgy, clean, modern, traditional?

Its bold, graphic, silly, and eye-catching



- Describe and show type of photography or illustration you want and how it represents the brand



I really like the bold type and then doodles of the fish and lamb in a line art style with their corresponding veggies in a 2d graphic interacting. Small Giants does a great 2d graphic that is fun but simple at the same time. I like the idea of anthropomorphizing the fruits in the fruit snacks the way the crickets and fish have been done here.

CATEGORY SPECIFIC COLORS:

Color is part of branding, and many brands have a color that they own, the consumer often locates there brand by looking first for the color on shelf

- Identity dominant colors already used in the category

Lots of blues, light sky and baby blues not dark ever.

- Discuss color palette norms and effectiveness, based on images you have researched and provided

The background colors are usually blue or other cool colors, I think this is because the images of the fruit used are usually warm reds and oranges which pop more against an opposite color background. This is effective in creating contrast which draws the eye, but I think it can be a little boring.

- Discuss color-coding systems implemented to identify and differentiate one from another

Most of the differentiating is not by color of the packaging but the color of the logos, in this category they use giant logos centered on the packaging, typically these companies have recognition among many different product categories. On Mott's and Welch's packaging the logo stretches from one end of the packaging all the way to the other, it's the most dominant and recognizable element.

TYPOGRAPHY & LETTERING:

- List any patterns or norms within your product category based on images you have provided

Every packaging example shows is sans serif, some are decorative but almost all of them are very rounded

- Describe and show font choices you are considering or have chosen

YUMMY GUMMIES YUMMI GUMMIS YUMMY GUMMYS
Yummy Gummies

- Speak in professional terms mentioning serif, sans serif, bold, decorative, italic, etc.

These are the four different fonts I'm considering. They are all rounded, sans serif, and some are decorative. They are different variations on the spelling, I'm still not sure which one I like best.

LIST IMAGES HERE: