

# PACKAGING DESIGN BRIEF

**PROJECT:** Packaging Assignment #1

**CLASS:** GWDA262 VIRT 1 / Package Design

## BACKGROUND

The client, PepsiCo®, is coming out with a new water to compete with Bai® and hint®, both beverage brands that have grown in popularity within the high-end flavored-water retail and delivery industry.

Starting out with still-water, this new flavored-water brand will be non-sweetened (no added sugars or sweeteners) and infused with natural flavors, vitamins, minerals, and antioxidants. They will be sold in 18 oz.-glass containers to dissuade fears of BPA. This will undoubtedly increase the price point, but the client believes there is a market for it.

## OBJECTIVES

We are tasked with deciding on a brand name for the new beverage and a name for each of the two new starter flavor blends. Then design the branding and packaging to go with it.

## SCOPE

The scope of this project is to design and create a duo package bundle consisting of labels for two clear beverage containers and a cardboard foldable package to hold both containers.

## TARGET AUDIENCE & AGE RANGE:

The primary target audience is middle- to upper-class professional adults, age 25 to 60+, with the majority being female, who are conscious about their health and use or would like to use essential oils and natural remedies in their everyday life. Perhaps, they lead busy lifestyles and would prefer to grab-n-go with an option that suites their beliefs in health and safety, paired with convenience.

The secondary target audience is 16 to 40 females who want to “keep up with the Joneses.” They may be able to afford a 6-pack now and then but will definitely shell out the cost of a 1- or 2-pack several days a week.

## PRODUCTS:

The price point on these bottles are slightly higher than competing brands due to the cost of using glass bottles. Most beverage brands have moved away from using glass, but we will highlight the benefits that will outweigh the added cost. The popular Bai® brand comes in an 18 oz. plastic bottle and costs around \$2.00 at convenience stores. If bought in a 6-pack at the grocery store you can get them for as little as \$1.80 each. The hint® brand is mainly a distributed product that can be delivered in bulk. The bottles are 16 oz. and can be delivered in cases of 12 for around \$16.00. that's about \$1.33 each. They are also sold in grocery stores, but typically only in 6-packs for \$6.48 (at Walmart). That's only \$1.08, but not delivered. Our starting out price point will be \$2.50 each retail. This duo-pack will sell for \$4.99.



The two new starter flavors that the client has chosen are Peppermint/Orange/Lemon and Berry/Apple/Pear. These are similar to popular flavor combinations in other flavored-water brands but have never been offered in these specific combinations in a non-sweetened infused-water brand. The health value of the essential oils and other natural components used will be featured on the labels.

Peppermint/Orange/Lemon — Peppermint can sooth a variety of common issues such as digestion, the common cold, headaches, and even bad breath. Orange and Lemon promote immunity and ease depression and anxiety as well as feeling energized.

#### **SCHEDULE:**

Week 1: This design brief is past due (10/14).

Week 2: Die-lines are due Sunday, 10/18. Pencil Sketches are due Wednesday, 10/21.

Week 3: Digital labels with die-lines are due Sunday, 10/25. Photographs of physical prototype of clear vessels with labels adhered and a written explanation of design decisions are due Wednesday, 10/18.

Week 4: Die-lines and paper test for package duo box/container is due Sunday 11/01. Revised die-line and paperboard prototype is due Wednesday, 11/04.

Week 5: Pencil sketch and digital art for carrier is due Sunday 11/08. Digital graphics and photographs of full-color, full size prototype of carrier is due Wednesday, 11/11.

Week 6: Final project with presentation process book is due Wednesday, 11/18.

#### **MATERIALS NEEDED:**

Supplies: stiff board (white), glue, double-sided tape, printer paper and/or clear printable sticker paper

Tools: scissors, X-acto knife, cutting board, pen, pencil

Equipment: Printer, Scanner, iPhone, lighting and possibly a light box setup

Software: Adobe Illustrator & Photoshop CC

#### **CLEAR CONTAINERS:**

18 oz. glass containers with screw top lid.



#### **RESEARCH, CITATIONS & RESOURCES USED:**

<https://www.drinkhint.com/>

<https://www.cosmopolitan.com/lifestyle/g28624350/alkaline-water-brands/>

<https://www.pepsicobeveragefacts.com/Home/product?formula=F0000005222&form=RTD&size=20&PBF>

<https://www.packagingoftheworld.com/2018/06/lifewtr.html>

<https://www.coca-colacompany.com/news/coca-cola-debuts-new-drinks-at-nacs>

#### **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
- The individual clear containers will be 18 oz. semi-wide mouth glass bottle with screw top sealing cap.

## 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.

## BRAND PERSONALITY

The personality of this new flavored-water brand is healthy, energetic, and sophisticated. It will lean toward a feminine appeal. The health benefits, flavors, and glass container are this product's unique selling proposition.

### BRANDS & THEIR PRODUCTS:

Other brands of flavored water:



In these examples the design is simple and sophisticated. On the smartwater® the flavors are indicated solely with color on the label and the cap. All the flavors basically look the same, except for the color. Nestlé's PureLife® takes it one step further and names each flavor to coincide with the added mineral benefit while still using an actual flavor label. At first glance, you really only notice the flavor with the color and the images. The naming is lost, and the mineral is hard to see. I feel they could have done a better job with that. I like the naming idea for the different benefits, but I feel it should be promoted more.



These are examples of other “enhanced waters.” These are NOT flavored waters.



Sobe® Lifewater®, a PepsiCo® enhanced-water brand, especially the Fuji Apple Pear flavor has been a favorite of mine, but it's gotten impossible to find. They've gone through many different packaging iterations due to a lawsuit claiming the label looks too much like theirs. Maybe that was their downfall? My personal opinion is that I really liked the first one the best. Too bad they had to scrap it.



Another PepsiCo® product, Life Wtr, recently came out with art on their bottles. All of the bottles contain the same enhanced water, but the labels are one of a few different artsy designs. I really like the look of these.





The two-pack carrier box will need to be sturdy, tall, and skinny to accommodate the 18 oz glass bottles. I found several tall, sturdy looking containers that are for wine bottles. A variation on those would be good. The last image above shows a 6-pack with similar bottles to this product. A variation with just two openings and a taller carrying handle may work, too.

Again, the product design will be simple and sophisticated, but we want it to stand out. The two middle designs use colors and branding to make the box itself stand out. The 6-pack design uses just a simple logo. I feel, since this is a new product launch, whatever make the most sense in marketing is the way to go. At this point, I'm still trying to figure that out.

**BRAND LOOK & FEEL (Graphics, Photography, Illustration)**

I am not known for simplistic, minimalist design, however, after working for over a year with the Container Store under a minimalist Creative Director, I have grown to, not only understand and implement a simpler design, but I've also grown to appreciate it. I do think this design calls for something simple and sophisticated. We'll see how minimalist it will go.

It's possible for the design to include illustrations/photographs of the flavors in each water, but leaning towards just using fonts, artsy/geometric graphics and/or patterns, and colors.

**CATEGORY SPECIFIC COLORS:**

Colors, yet to be determined, should relate to the brand and to the flavor. The color theory would be to use mostly cool colors that are not highly saturated. The colors to represent the flavor could be more on the warm side but must complement the cool colors used for the brand.

**TYPOGRAPHY & LETTERING:**

Simple and sophisticated usually means bold, modern sans serif fonts, like Lato, Proxima Nova, and Roboto. I will more than likely lean towards those families. If need be, I might throw in a decorative or funky font, for some contrast, if the design goes that direction.

**ADDITIONAL DESIGN INSPIRATION:**



