2013 Paperboard Packaging Alliance Student Design Challenge

Movie Theater Candy Package Design
Objective

- Design a functional and creative package for a new candy brand for movie theater concession sales
- Address how the plans and/or structure could be altered for the retail market
- Design a P.O.P. display
- Structures use paperboard as their primary substrate
- Packaging structure includes innovative dispensing/closing features in multiple sizes
Process

• Audit and analyze competitive candy brands sold in movie theaters and retail locations
• Utilize findings from the audit and analysis to develop the projects’ design criteria
• Conceptualization of structural form
• Refine final structural direction/develop final die-line
• Explore naming and branding opportunities
• Refine final name and identity signature
• Conceptualize a marketing scheme
• Explore and develop retail market offerings
Audit & Analysis: Competitors & Displays
Audit & Analysis: Interviews

“make pouring out candy easier”

“Design that reminds me of being a kid”

“Better to hold in your hand”

“Easy dispensing is a must”

“easier to share”
Audit & Analysis: Findings

• People are drawn to colorful candy boxes
• Re-sealing most candy boxes is an issue for most consumers
• Most people don’t share, but would, if it was easier to do so
• Needs to be easier and less noisy when dispensing
• Would be great if there were a way to control dispensing of the candy
• Would help if it could fit easily inside the cup holder
Design Criteria

• Design and develop a dynamic and unique candy structure with P.O.P. display
• Incorporate innovative and effective, re-sealable openings
• Explore various sizes of openings that will make sharing easier/control flow of product
• Structure should be compact in size to reduce noise when pouring and for portability
• Design and develop an engaging brand name and signature
• Develop a version of final structure for retail market
• Leverage the structural form, design and branding into an engaging marketing plan
Design: Structural Concepts
Design: Structural Sketches
Design: Final Structure

Squeeze to dispense

Enjoy!

*Note: Carton recloses via substrate memory
Design: Final 4oz Structure Die-line
Design: Naming & Branding

- Zoids
- Code x
- Superbo
- Totem
- Woops
- Snappers
- Yaps
- Kissers
- Gembo
- Cahoots
- Gabs
- Whirligig
- Quartz
- Nodel
- Pixems
- Digits
- Polys
- ambiful
Design: Final Packaging System with Flavor Coding
Collectibles:

Initial promotions begin with the 3 main flavors and corresponding characters. Woops flavor characters like lip syncing to popular songs in woops promotions. Collect all the characters, eat their sweets, and have your own lip syncing talent contest, decorate your office cubicle, mock your friends behind their backs or make an expanding woops tower for your cat to knock down!

Contest:

New character/flavor lines are produced every so often. Woops plans for an expansion of the product line to offer other fruit flavors and/or combinations. Woops maintains a YouTube contest page where people can upload their own woops lip syncing videos. The winner of the contest will win $500, get to help name the new woops character and be a part in the new woops lip syncing promotions program.

Songs they like to sing:
Macklemore & Ryan Lewis – Thriftshop
Tag Team — Whoomp (There it is)
Deee-Lite — Groove Is In The Heart
The Bagdads — Bring Back Those Doo Wops
Havana Brown — We Run the Night
Britney Spears— Oops! I Did it Again
Opportunity: P.O.P. Display

Structural Sketches

Final Display