2013 PAPERBOARD PACKAGING ALLIANCE
STUDENT DESIGN COMPETITION

Movie Theater Candy Packaging Design

Students:
Marina Brant
Renato Cerqueira
Maija Rozenfelde
Jessica Vande Werken

Advisor:
Tom Delaney
Visiting Instructor

Pratt
Graduate Communication Design
Packaging Design Program
OBJECTIVE:

• Design a creative and functional movie theater candy package
• Appeal to a diverse audience and age group
• Create a design more beneficial than traditional candy packaging
• Make it convenient for simultaneously eating and watching a movie
• Develop a smaller (2 oz.) version for the retail market
• Structure must include:
  • Innovative openings and closures
  • Stoppers to prevent spills
  • Paperboard as primary packaging substrate
PROCESS:

- Audit and Analyze (A&A):
  - Consumer buying habits and packaging handling (via online surveys and on-site interviews)
  - Movie theater visits to observe PoP display and merchandising
  - Identify competitive candy packaging offerings
  - Research structural references outside the candy category
- Utilize findings from A&A to develop the project’s design criteria
- Explore structures, refine final direction, and develop final dielines
- Explore naming, branding, and visual identity concepts
- Finalize a name, logo, and brand identity signature
- Develop a marketing plan
- Develop the structure for retail market
AUDIT + ANALYSIS:

Consumers Say...

“We only buy candy when we agree to share.”

“The noise really annoys me. I want to throw a shoe at them.”

“Candy is SO EXPENSIVE at the movies!”

“We take turns holding the candy and other food we buy.”

“It is annoying to hold both candy and soda together, especially when we share.”

“I share with my girlfriend but not with friends.”

“We don’t usually eat candy except at the movies. It’s a treat.”

“They look big but when you open is a small package.”

35% leave their candy on their lap, 23% keep it in the cup holder and 23% hold it.

89% of respondents share their candy with at least one other person.

77% would feel more comfortable if the package made less noise.

During the movie...
AUDIT + ANALYSIS:

*Based on 95 surveys and numerous on-site interviews...*

- More than **50%** buy only one kind of candy; **79%** citing price as the most significant factor.
- Over **89%** of movie-goers share their candy with at least one other person.
- **23%** put their candy in the cupholder, and the rest tend to hold it in their hand or lap.
- **80%** notice the noise being made by consuming food in the theaters. (By both themselves and others)
- **77%** would feel more comfortable eating in a theater if it made less noise.
- It’s an even split of those who consider health factors and portion size with those who do not.
AUDIT + ANALYSIS:

Current Candy Market...
AUDIT + ANALYSIS:

Current Theater Candy Displays...
DESIGN CRITERIA

Based on our findings, our package should...

- Secure **two flavors of candy** in one package: fruit and chocolate
- Incorporate a method for the customer to **mix flavors** if desired
- Employ a **quieter product delivery** system than typical candy boxes
- Create a structure that can be **easily held and shared** with one hand
- Ensure structure can **fit in cupholder** if consumer doesn’t want to hold it
- Leverage the structural form into an **engaging marketing scheme**
- Appeal to all ages and genders of consumers
DESIGN: STRUCTURE

Original Structural Concepts...
DESIGN: STRUCTURE

Structure Selects...

Structural Variations

Various Opening Mechanisms
How the structure works...

Open just the chocolate side

When purchased, flavors are separated

Open just the fruit side

TO MIX FLAVORS...

Hold both ends of the box...

Twist in opposite directions...

Enjoy a delicious mix of flavors!
DESIGN: STRUCTURE

Final Structure Dieline

SUBSTRATE:
Epson Exhibition Fiber Paper
Soft Gloss
325 g/m²

8.57”
11.03”
DESIGN: STRUCTURE

Production Set-up: 4oz. Candy Package
DESIGN: STRUCTURE

Production Set-up: PoP Display for 12 4oz. Packages
DESIGN: STRUCTURE

Production Set-up: PoP Display Dieline

24.74”

62.76”
DESIGN: Marketing

“Movie Posters” Ad Campaign
DESIGN: Marketing

“Movie Posters” Ad Campaign in Environment