PPA Student Design Challenge 2015
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Concept Development
- Select an animated movie.
- Showcase the main character.
- Watch the movie trailer and first film for inspiration.
Design Process
- Create concept sketches inspired by research.
- Construct 3D mock-up structures.
- Apply graphics to final working structure.
Flat Graphics

- Reference the excitement that is associated with an adventure.

- Emphasize the concepts of confidence and security.

- Establish the spooky yet playful atmosphere of the film.
Structural Concept

- Provides a safe haven for the toy.
- Package converts into product accessory that is interactive with the toy.
Package Interaction

- Primary Structure is coffin shaped.
- Over-wrapped paper sleeve is in the shape of bat wings.
- Outer structure becomes an interactive product accessory.
Retail Positioning

- Distributed amongst major retailers, such as Toys R Us, Target, and Walmart.

- Priced individually at $14.99.

- Brand graphics change to differentiate each character in Brand Extension.
Marketing Overview

Appeal to E-commerce
- Promotional Website
- Social Media
- “Where Drac Sleeps” contest

“Where Drac Sleeps” contest
Package Benefits

- Flexibility in merchandising and product placement in store.

- Die-cut window, allowing consumers to see and touch Dracula.

- “Second-Life” for package.
Material Specification & Production Sheet

The package and the wing shaped over-wrapped sleeve will be produced using GT1 white clay-coated paperboard.
Sources

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