2GO!
make your own

PAPERBOARD PACKAGING ALLIANCE STUDENT DESIGN CHALLENGE

"Quick-serve Chain Kids' Meal Package Design"

Pratt
Graduate Visual Communications Design Dept
Packaging Design Program

Heegyum Kim
Student Co-Designer

Jiawei Feng
Student Co-Designer

Thomas Delaney
Visiting Instructor - Advisor
OBJECTIVE

- Design a functional and creative package for a quick-serve chain kids’ meal
- Address how the plans and/or structure could be altered to serve an additional purpose
- Structure must securely house and protect a sandwich, side snack and drink
- Structure easily sets-up in a fast-paced kitchen environment
- Show how structure can be modified to serve a seniors’ coffee and pastry combo
- Structure uses paperboard as its primary substrate
PROCESS

- Audit and analyze (A&A) competitive Kids’ Meals offerings
- Utilize findings from the A&A to develop the projects’ design criteria
- Structure conceptualization, selections, chose finalist
- Refine final structural direction / develop final dieline
- Explore naming and branding opportunities, select finalist
- Refine final name and brand identity signature
- Conceptualize a marketing scheme
- Explore and develop alternative inter-active uses for the structure
MESSY!
the girl threw it in the bag
chicken nuggets are my favorites
it's hard to carry

i like getting toys!
my stuff is always cold
mazes are boring
AUDIT & ANALYSIS > Findings

- Not all establishments visited had a proprietary container for their kids' meal
- One establishment ran out of their kids' meal container
- Most used a bag to house: sandwich & side snack, with beverage carried separately
- Kids took notice that their meals were messily packaged / presented
- Kids were engaged with current movie promotional graphics
- Kids look forward to a prize of some sort
- Kids embrace challenges over typical "past-times" (maze / word scramble...)
DESIGN CRITERIA

- Securely contain all meal courses: sandwich, side-snack, beverage
- Incorporate a device that insulates hot items from cold
- Provide ease in set-up and packing for servers
- Provide ease in carrying and unpacking for customer
- Explore creative methods of stimulating kids’ imaginations
- Leverage the structural form into an engaging marketing scheme
- Structure should not be intimidating for use by seniors
DESIGN > Structural Concepts

- Fast Food Service
- Structure
- Pull Line
- Sides

Kitty Meal:
1. Portable
2. Environmentally friendly
3. Innovative, interesting
4. Expectations

- Triangular shape
  - Food pyramid = healthy!

- Modular thinking
DESIGN > Structure Selects
DESIGN > Structure Finalist _ Features

- **Beverage Compartment Elevation**
  - Die-cut: Locks & Secures Lidded Box Solo Style Cup
  - Folds Flat for Shipping Efficiencies & Easy Set-Up

- **Side Elevation**
  - Insulating Wall: Inner Vertical Wall Separates Cold or Hot Beverage from Cold or Hot Meal
  - Die-cut Handle: Derived from Insulating Wall

- **Beverage Compartment 3/4 View**
  - Die-cut Slot for Locking Tab

- **Meal Compartment Elevation Door Shut**
  - Locking Tab: Secures Closes Meal Side Door

- **Meal Compartment Elevation Door Open**
  - Hinged, Flipped Door Opens to Flat Surface to Create a Placemat

- **Beverage Side Meal Side**
  - Insulating Wall
NOTE: Structure Dieline shown @ 34% Actual Size
for Full Size Dieline. See Accompanying CD Media
DESIGN > Structure Production

PRINT METHODOLOGY > Flexographic Web for rapid mass production at conservative costs.
CARTON STOCK > 80% Recycled, SBS 3 Ply Coated Box Board Matte White

COLOR STATIONS >
- PMS 185C
- PMS 417C

PRINT METHODOLOGY > Flexographic Web for rapid mass production at conservative costs.
CARTON STOCK > 100% Recycled, Unbleached 2 Ply Box Board Kraft Brown

COLOR STATIONS >
- PMS 356C
- WHITE
DESIGN > Name + Branding

Logotype / Signature Exploratory

3.2Go! 3.to.Go! 3.2Go! 3.to.GO! 3.2-go! 3.2-go! 3.2-Go!
3.2 Go! 3.2 Go! 3.2 Go! 3.to! 3.to! 3.to! 3.to! 3.to! 3.to!
3.2 go! 3.2 go! 3.2 go! 3.to GO! 3.to GO! 3.to GO! 3.to GO!

3·2Go! > Final Name Inspiration:
- Triangular Structural Form
- Food Pyramid Representing Healthier Menu of Meal
- 3 Food Items: Beverage, Sandwich, Side Snack
- Portability

Logotype / Signature / Signature w/ Slogan Development

3.2 Go! 3.2 Go! 3.2 Go! 3.2 Go! 3.2 Go! 3.2 Go! 3.2 Go! 3.2 Go! 3.2 Go!
DESIGN > Branded Packaging System

Sandwich Wrap
Napkin

Side-Snack Envelope

Main Structure
8 OZ Cup

Crayons
empower!
INSPIRE!
challenge!

32Go! Meals come with a box of non-toxic crayons, encouraging kids to creatively engage with, and personally customize their main structure.

“Best 32Go! Design of the Week” competitions are sponsored by various kids’ social and entertainment networks.

Kids upload pictures of their creations to participate, share ideas, create teams, make friends. make your own known!
OPPORTUNITY > Alternate Uses

Artists' Station
Bird House
OPPORTUNITY > Alternate Uses
OPPORTUNITY > Alternate Uses

Hamster House
OPPORTUNITY > Alternate Uses

Herb Starter Kit
OPPORTUNITY > Alternate Uses

Princess Pony Palace
OPPORTUNITY > Alternate Uses

Skee-Ball
OPPORTUNITY > Alternate Uses

Tomorrow's LunchBox
OPPORTUNITY > Alternate Uses

Promotions
FLEXIBILITY > Senior Packaging System

Side-Snack Envelope
Danish Wrap

Napkin

Main Structure
8 OZ Cup
FLEXIBILITY > Packaging Systems