PPA Student Design Challenge 2013

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Movie theaters transport us into a fantastical world where we immerse ourselves in an unlimited imagination. Movie candy can enhance this experience, as an indulgence to ourselves that we may share with our family and friends. However, current candy packages can restrict this aspect since they make too much noise and are not ergonomically designed to dispense candy in a user-friendly manner.

Tootifruitichocolicious is a new line of candy brought to you by The Willy Wonka Candy Company. It promotes the idea of creating fun memories through sharing candy amongst families and friends. Its unique structure, which has a completely open center, separates the flavors into two chambers allowing the consumer to choose according to their cravings. Each ‘L’ shaped structure acts as a gravity fed mechanism by dispensing candy with ease and reducing noise. In keeping with Wonka’s fun and creative personality, this package has visual distinction and easy usability that offers play value opportunities as a second-life for the structure.

Tootifruitichocolicious gives the consumer the best of both worlds: one side filled with bite-sized fruity candy and the other side with delicious chocolates.
BRAND NAME
Wonka’s Tootifruitichocolicious

PRODUCT
Tootifruitichocolicious offers the convenience of chocolate and fruit flavored bite-sized candy all in one pack. Fruity flavors include: orange, blueberry, raspberry, cherry, and banana. Chocolate comes in bite-sized milk chocolate balls.

DEMOGRAPHIC
A family-friendly package that appeals to many age groups in which both chocoholics and fruit-lovers will enjoy.

STRUCTURE
A cardboard folding carton, with an open center in the middle, that can transform from a rectangular shape into two interlocking ‘L’ shapes. The carton offers two different flavors within one structure, and can be pulled apart, played with, and shared.

POSITIONING
Competing against leading candy brands such as Milk Duds, Nestle’s Crunch, Skittles, and M&M’s, Tootifruitichocolicious has a competitive edge over these brands due to its innovative structure, play value, and funky brand graphics.

POINT-OF-PURCHASE
Concession stands at major movie theaters; candy aisles and cashier counters in convenience stores.
marketing strategy: audit

Competitors include leading candy companies such as: Mike and Ike, Skittles, Milk Duds, M&M’s.

Current candy packages in the theaters typically come in a rectangular shape with tuck tabs as closures. However, these closures may not always prevent spills, and can wear easily and/or tear off.

In addition, most candy companies do not offer two very different flavors within one package, or the incentive to keep the pack for play value after consumption.
what inspires us?

Exciting

innovative

FUN

Creativity.

Sharing.

play

games
**design process: structure**

First, we looked at a rectangular structure and the different possibilities in openings and closures.

Next, we stayed within a rectangular structure, but looked at the different ways in packaging the candy.

Then, we thought about how to keep the box structure, but look at it from a fresh, new approach.

The open center and folding out feature was an exciting approach that gave benefits to buying and consuming the candy.

However, when the structure folded out, it was too long and complicated.

We looked at the openers, closures, and stoppers, and how we could make simple changes to create an advantageous structure.

The hinges needed to be tweaked; there were holes in-between the structure which allowed for the hinging feature, but did not secure the candy.

Different hinges and corners were explored.

Ultimately, we chose to close off the hinges, however, the concept still remained—to create an experiential package that securely held two flavors of candy within one structure, which can be pulled apart and put back together.
design process: final structure
Open center which can be used as a handle for the package. It also lends to one-handed convenience.

Perforation for sharing the candy by separating the package into two structures—one for fruity flavors, and the other for chocolate candy.

Double lock tabs to secure the package and candy.

Automatic locking tabs that "click" into place for completely closure.

Dispensers on each 'L' shaped structure that smoothly pull out and in for easy access to candy; creates a secure closure to prevent spills; and collects candy.

L-shape which creates a gravity fed mechanism.
The square retail packaging demonstrates how the open center, along with the opening and closing mechanisms, are able to translate to smaller sizes and shapes other than the typical rectangular candy box.
design process: logo

Tootifruitichocolicious’s logo expresses its personality by promoting fun and imagination with a quirky attitude.

type explorations

logo explorations

final logo
design process: graphics
The graphics reflect Tootifruitichocolicious's concept in promoting unlimited imagination and creativity through vibrant colors, fun typography, and the use of humorous characters. In addition, the graphics instruct the user in how to open/close the package.
advantages & benefits

• Open center serves for easy carrying, one-handed convenience, and passing around for sharing
• Provides ease in handling the product with dispensers, closures, and stoppers
• Offers the consumer the choice of sharing either chocolate, fruit candy, or both within one structure
• Allows for taking apart the structure into separate pieces that can be put back together again
• Explores creative methods of stimulating imagination through play value
Adhere glue flaps to its matching flap. Unless specified, glue flaps should be adhered to its neighboring flap.
materials specifications

- Printed on 15 point white bleached paperboard
- CMYK ink with 5 spot colors for characters and logo
- Carton to be die-cut, perforated, scored, folded and glued
- Glue tabs to close structure and glue dots to seal main tuck flap
The candy is typically displayed behind glass at the concession counters in movie theaters across the country.

The unique, negative space of the structure is eye catching in comparison to competitive candy brands. Its rectangular contour and outer dimensions are in keeping with other boxed candies for easy retail stocking and shipping.
implementation: point-of-purchase

The point-of-purchase display, which doubles as a shipping box, can be shown at the cashier register or on shelf in retail spaces such as convenience stores.

The topper of the carrier box will have a die cut perforation of the brand characters to easily fold up. This can act as a stand alone counter item or placed on shelf with other candy boxes. The pop-up graphic is distinctive and impactful on shelf and stands out against competition.
The square retail package along with the point-of-purchase maintain a strong shelf impact and a marketing edge over its sweet competitors, while staying consistent with the Wonka parent brand.
implementation: second-life

The consumer can play with the structure by pulling it apart, building it up again, or stacking multiple packages with one another. This unique aspect provides incentive to keep and collect the empty boxes for second life. Acting as building blocks, they promote imagination, creativity, and recreation.

Innovative and wild creations made from the packages may possibly be submitted to the company as a viral marketing campaign.
Pull apart Tootifruitichocolicious boxes, link them up, and put them back together!
Turn your imagination to reality with a periscope— the options are limitless.
Stack and play to create your own structures.
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