

Packaging Assignment Products

Gore-tex tennis balls - Made with a surface that enables the player to use them when wet conditions arise.... *Perfect for Oregon!*

H-2-oh - Bottled water from the makers of Coca Cola for the nutritional conscious consumer.

Softwrite - Computer software that enables your office to connect your white board to your computer network.

Nike Wall-Walkers - Tennis shoes that enables one to walk on walls..... a la the Letterman Show.

Microwave chili dogs - Tasty, quick food for the person on the go!

Raspberry Frosted flakes - A new twist for Tony the Tiger and a traditional favorite.

Chocolate Coke - A combination of two favorites!

Salsa filled chocolate kisses - Great as an appetizer, dessert or an extravagant snack!

MARKETING 1

Packaging Assignment

PACKAGING DESIGN AND BRANDING PROJECT

Packaging Functions

1. Promotes and Sells the Product
2. Defines Product Identity/Image
3. Provides Information--contents, directions, price, UPC label
4. Meets Customer Needs for Size, Use Storage
5. Ensures Safe Use--tamper proof and safety
6. Protects Product

Branding

1. Identifies Product in Customer's Mind
2. Name Describes Product or Benefits
3. Recognizable Symbol

Directions In groups of 3 or 4 you will design a new package and brand for a product item being introduced.

1. Select a product.
2. Design a package that will accomplish the 6 functions of a package. Your group will make the actual package.
3. List what the needs of your product are based on the 6 functions of a package. Prepare a typed statement on how your product will meet each of these concerns. (should be at least 1 typed page)
4. Select a brand name that will sell your product.

Grading

Your project grade will be based on the following:

Package 30 points
Written Work 15 point