

Saloni M. Dangarwala
Marshmallow Packaging
Process Book

Graphic Design
Communication Arts
SCAD-Atlanta

Package Design | GRDS 386

Spring 2014. SCAD-Atlanta 308
Tue. & Thu. 11:00 am – 1:30 pm

Professor
Henry Hongmin Kim

PROJECT III

I AM ADDICTED

: text vs. context

1. Choose an item which you purchased from a chain store.
Make sure to choose the item you are completely familiar with.

Publix, Kroger, CVS, Walgreen, Walmart, Target, Pet's Mart etc.
2. Research about the product including history, manufacturers, competitions, designs, market and target audience, etc.
(not just about the specific brand but about the product itself)
3. Visit retail stores to research with photo documentation about
 - the general display strategy of the store.
 - the way they are displayed
 - how they interact with store's display strategy
 - how each packages compete each other
 - how they interact with the customers
 - etc.
 You will present what you find in the class. (May. 13. Mon.)
4. Create your own **new brand** and marketing strategy base on your market analysis
 - name, cost, retail price, strong point, weak point and etc.
5. Write a short paper (250-400 words) discussing all items above.
(May. 13. Mon.)

research

presentation

*brand +
marketing strategy*



6. Design the package of **minimum 3 related products/variations** with your brand.
Your final works should be able to be displayed at retail stores as it is. If you need to design additional boxes or display units, please do so.
ex) 3 different wines, shampoo+rinse+body wash, shaving foam+razor+blade refills, 3 different flavors of a chewing gum, etc.

package

Consider...

- how your brand's identity and package can compete with other company's.
- how you package can get higher hierarchy **in the context**.

7. Take your final package designs to the retail store and display them with

application

Creative Brief

Client

Mini Mellow Marshmallow

Goal

Have a packaging for marshmallow which is easy to store, and once opened could be resealed or appear like its resealed.

Message

The message is to get people to buy marshmallows, because its a fun food item.

Target Audience

The target audience would be mainly kids but is not restricted to it.

Purpose

To keep the marshmallows as fresh as possible and re-design it in a way it stand out from the existing marshmallow brands.

Research

History

- The marshmallows first originated in the ancient Egypt. A honey candy flavoured and thickened with Marsh-Mellow Plant.
- Marshmallow candy was made using the sap of the Marsh-Mallow plant Until the mid 1800's
- In Nineteenth century doctors extracted juice from the marsh mallow plant's roots and cooked it with egg whites and sugar, creating medicinal candy used to soothe children's sore throats
- Today's marshmallows are a mixture of corn syrup or sugar, gelatin, gum Arabic and flavouring.
- In 1948, Alex Doumak, a marshmallow manufacturer, began experimenting with different methods of marshmallow making and discovered the "Extrusion process". Because of that marshmallows can now be made by piping the fluffy mixture through long tubes and cutting its tubular shape into equal pieces.

Current Manufacturers

- Most of the current brands of commercially available marshmallows in the United States are made and co-packed by Kraft Foods and Doumak Inc.
- They have brands such as Jet-Puffed, Campfire and numerous private label store brands.
- Some other manufactured out of U.S.A. are Haribo, Barrett, Princess, and numerous non-brand companies including shops and supermarkets

Mini Marshmallow Package Design

Marshmallows are a type of confectionary that is made out of sugar, which is whipped to a spongy consistency, molded and coated with cornstarch. However, this is their modern form. They first originated in the ancient Egypt. A honey candy flavored and thickened with Marsh-Mellow Plant. The roots of the marshmallow plan had medicinal effect. In the 19th century the doctors extracted the juice form the marsh mellow plant mixing it with egg and sugar creating a medicinal candy, which was used for curing sore throats. This quality of the marshmallows no more stands true since today's marshmallows are made out of a mixture of corn syrup, gelatin and flavoring. The need to invent a faster method of producing marshmallows lead a marshmallow manufacturer named Alex Doumak, in 1948 to experiment with different marshmallow making methods and he discovered the Extrusion process, which is used today widely. Because of that process piping the fluffy mixture through long tubes and cutting its tubular shape into equal pieces can now make the marshmallows.

Today, most of the current brand existing in the market in the United States of America are made and co-packed by Kraft Foods with brand such as Jet-puffed and Doumak Inc. with brand like campfire and numerous other private label store brands. Some other manufactures which outside of United States of America are Haribo, Barrett, and Princess. Although, marshmallows are popular in the Asia, particularly in the previous colonies of Britain but its not limited to it. **They are used in making various type of confectioner recipes and very popular as a topping to go with hot chocolates. They are also used for making S'mores, Mallmars, Moonpies and other chocolate-coated treats, Rice Krispies Treats, and in several other foodstuffs.**

The competitors would be the existing marshmallow brands and the local store marshmallow brands. Possible competition could also be faced from a local confectionery producing handmade marshmallows and the product Mallow Bits of the brand Kraft from

the product line of Jet-Puffed, which is a very tiny marshmallow artificially flavored positioned as an add-on ingredient to cupcakes, hot chocolates etc.

Furthermore, the target audience is would be mainly kids. The prospect buyer would obviously be a sweet tooth. **Perhaps, the problem with the current packaging of the marshmallows (Mini marshmallows) especially is that they are packed in a cheap plastic bag, which is not re-sealable.** To ensure that the marshmallows remain spongy and soft, the bag has to either be clipped making the process of opening and closing to remove the marshmallows rather awkward, or be transferred to another container, which often isn't the same volume as that of the marshmallow packet/bag

Finally, the solution to deal with this problem would be to have an easy to store package, which once opened, could be re-sealed or appear as its resealed for e.g. A box which would display the contents inside it, with a spout so that the marshmallows could be easily removed or perhaps have them in a jar/container.



Concept

Concept

To re-design the package for marshmallow, and to have a package which is easier to store and is resealable.

Idea

To make a package which is like a stand-up resealable packet and have two other marshmallow kits for making hot chocolate and S'mores. These two boxes are to-go kits for making hot chocolate and marshmallow

Target audience

The target audience would be mainly kids. But is not restricted to it.

Sold where?

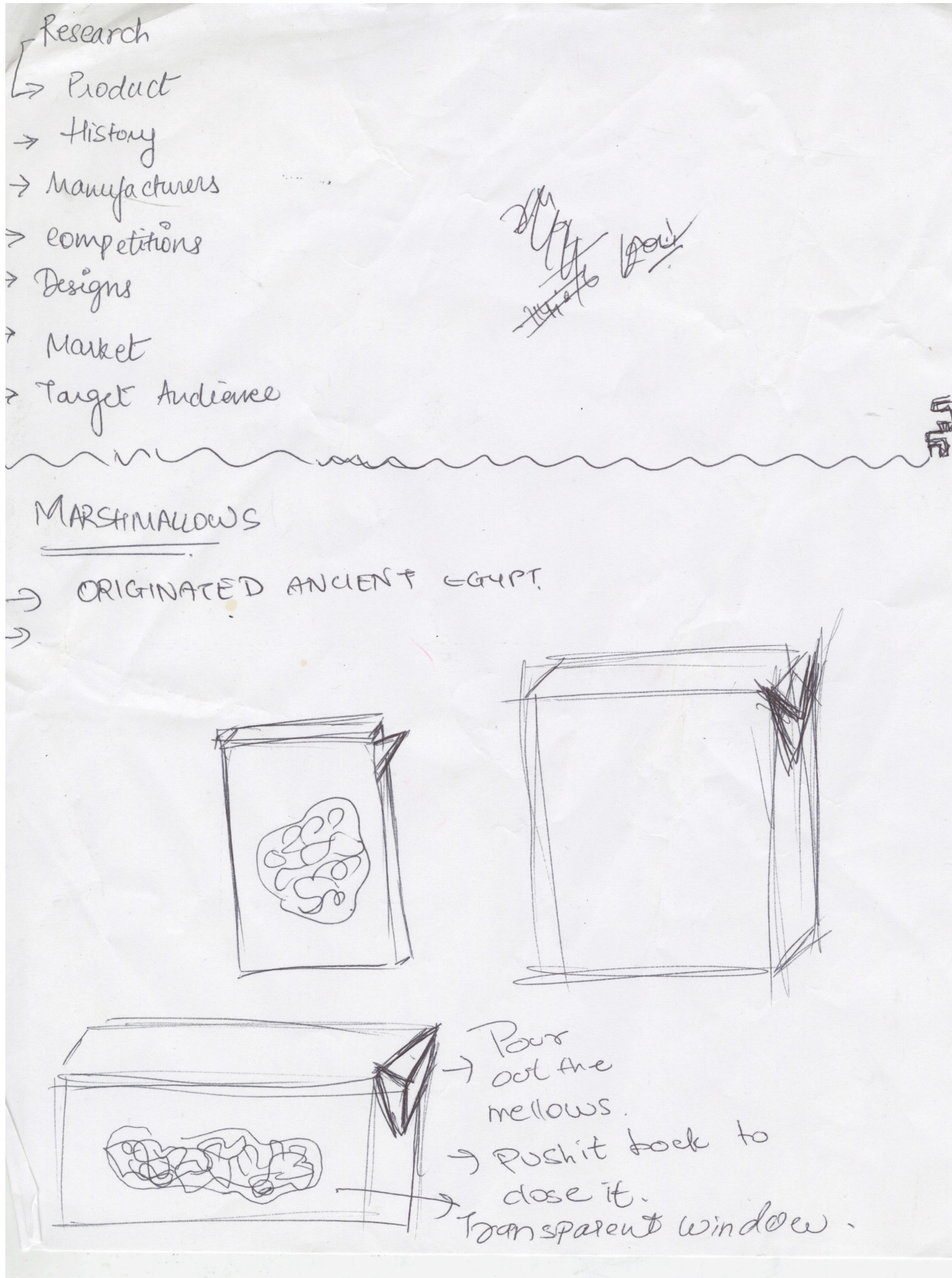
The marshmallows which would be in the packet would be sold in groceries stores like publix, wallmart and target while the marshmallow kits for making hot chocolate and S'mores would be sold at convenience stores.

Visual Research

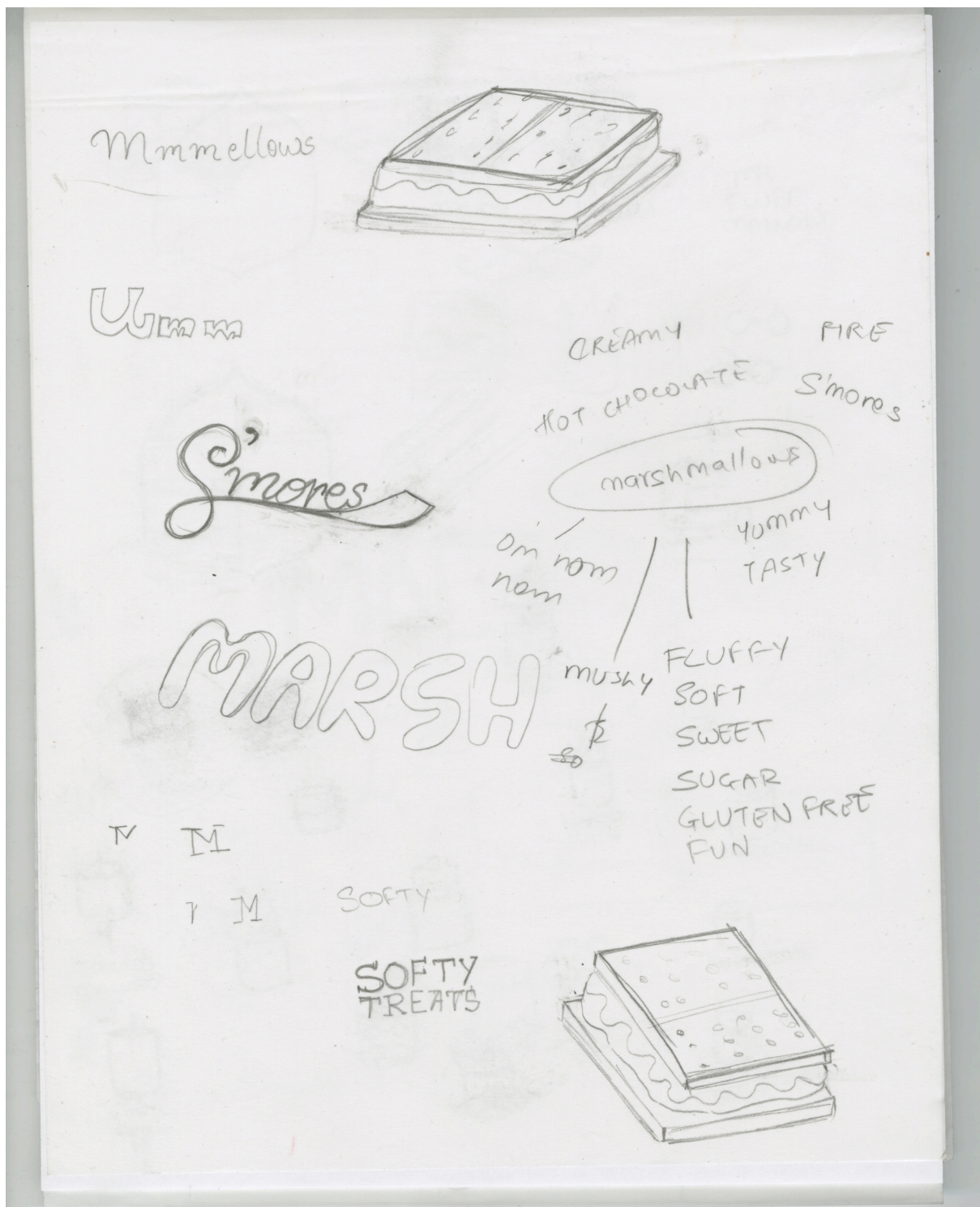




Sketches



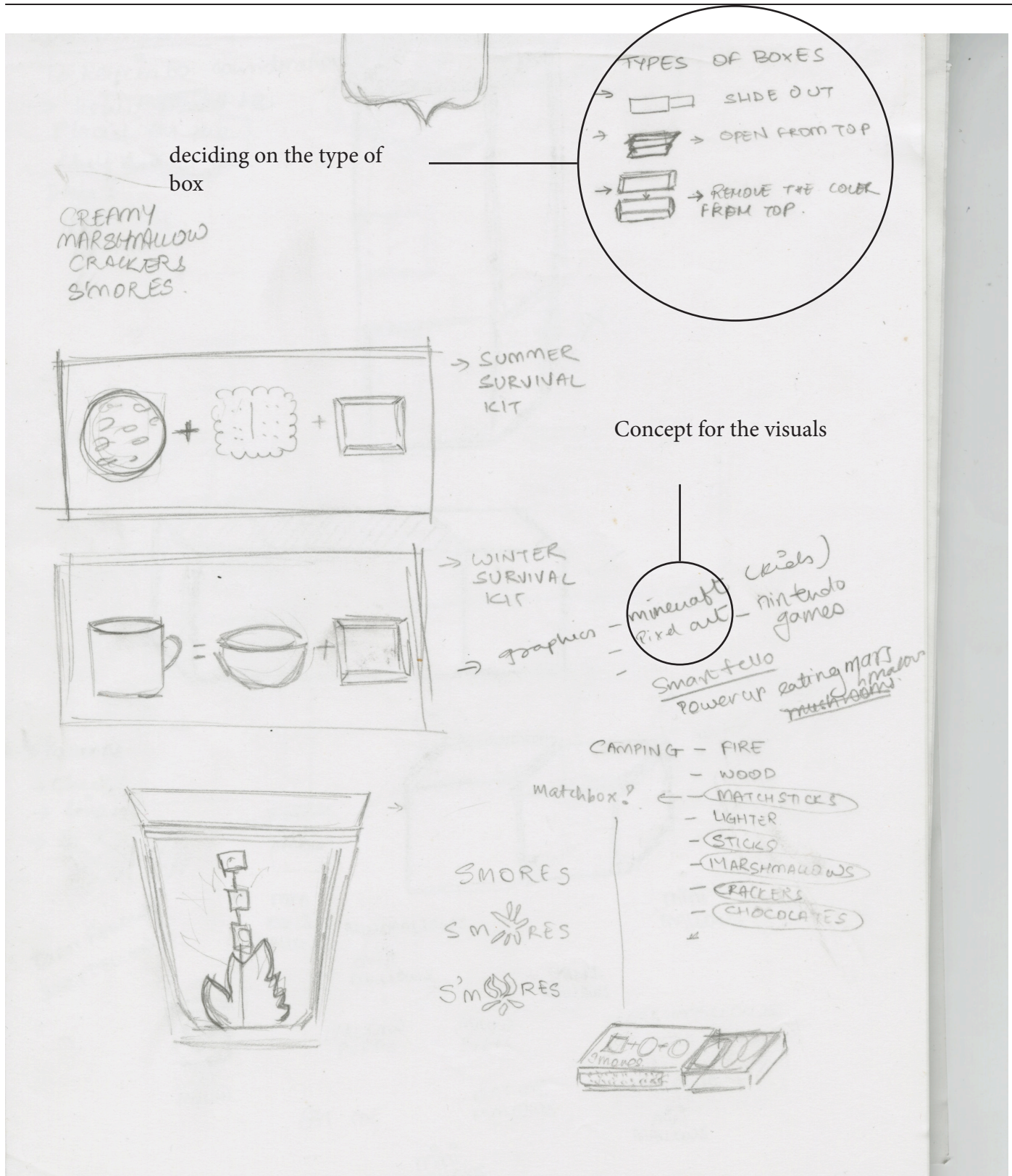
Initial idea for the packaging, which was scrapped because it was unnecessary. Instead just have a plastic resealable bag.



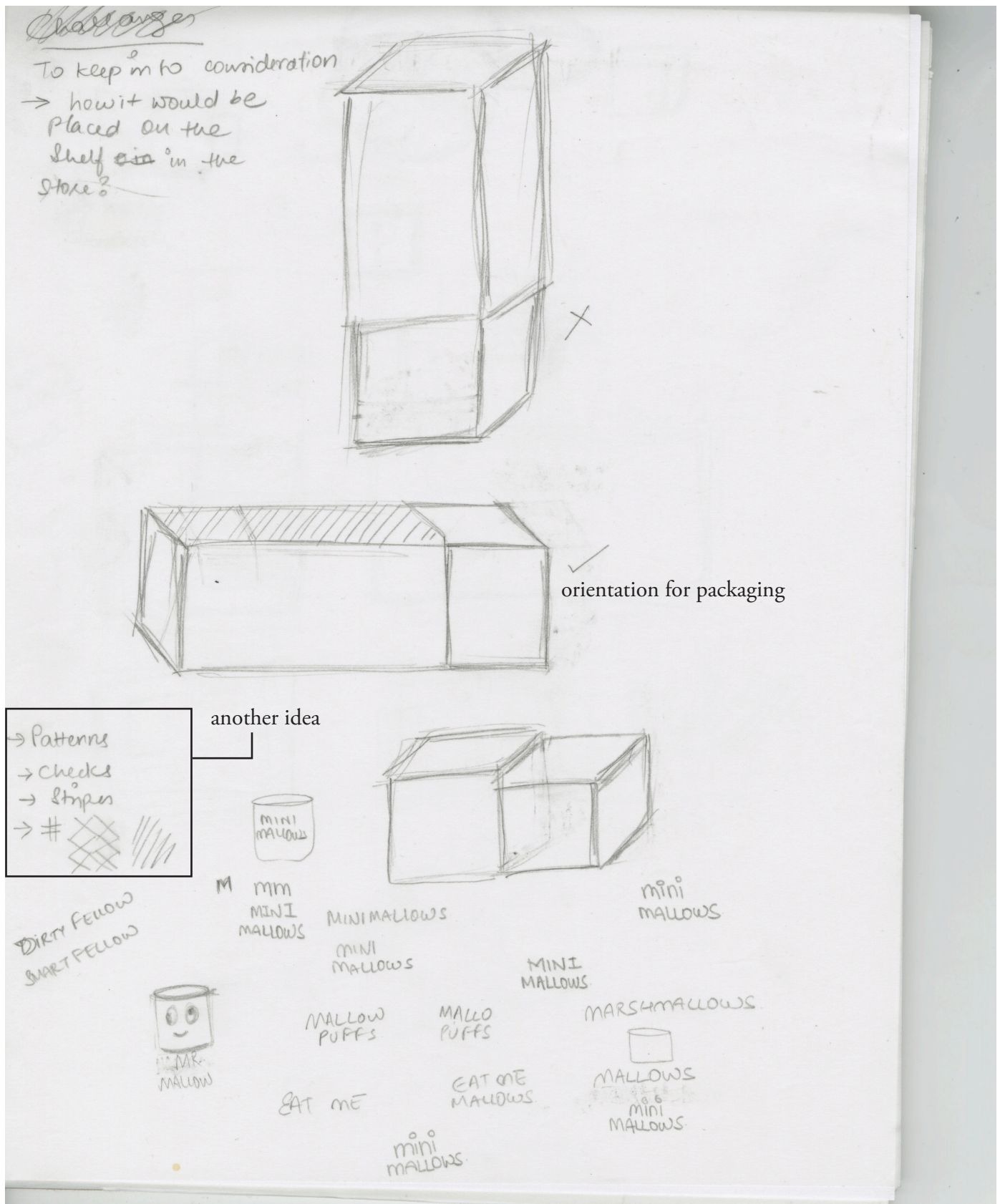
Sketching for ideas



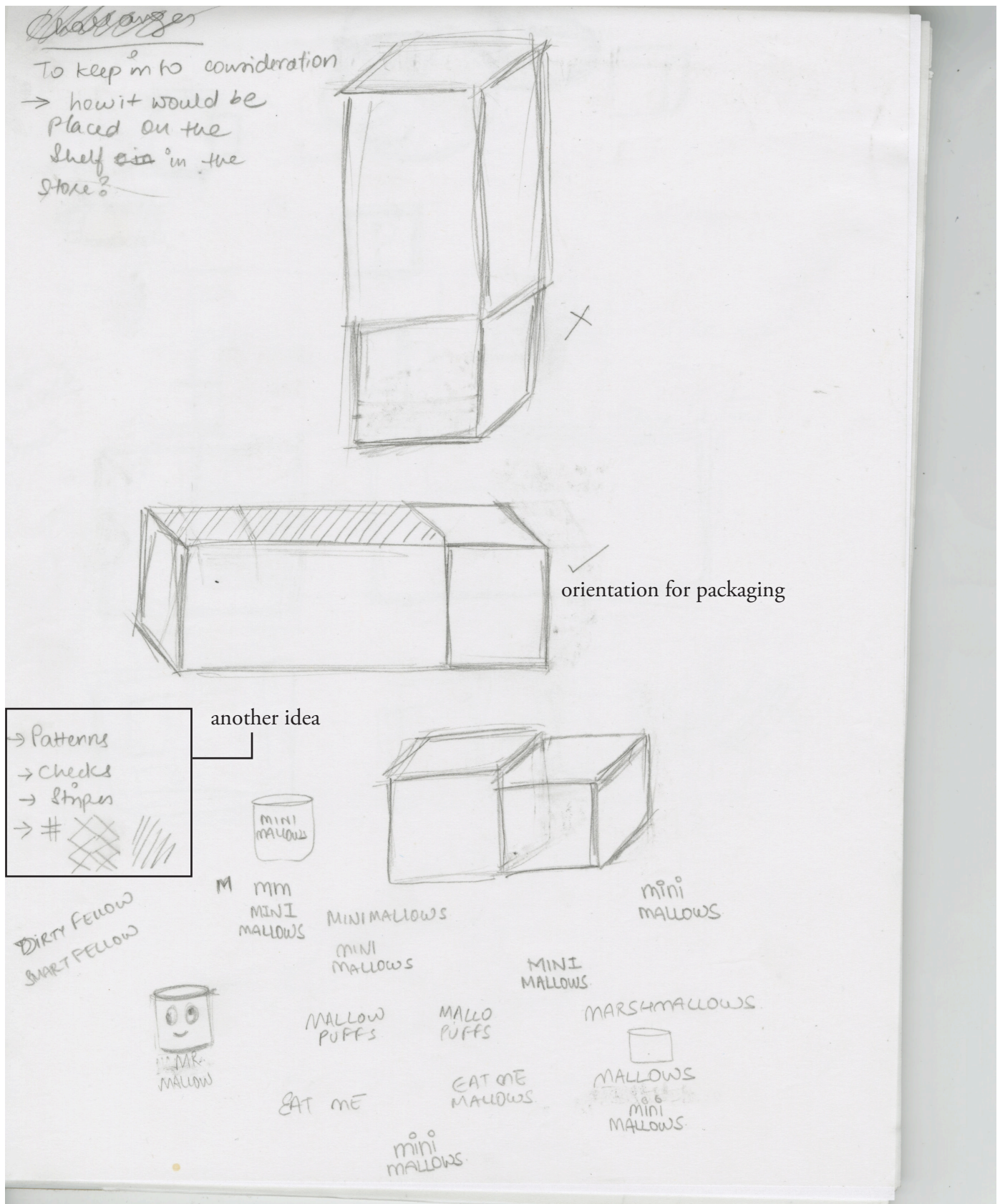
Sketching logo for mini mello



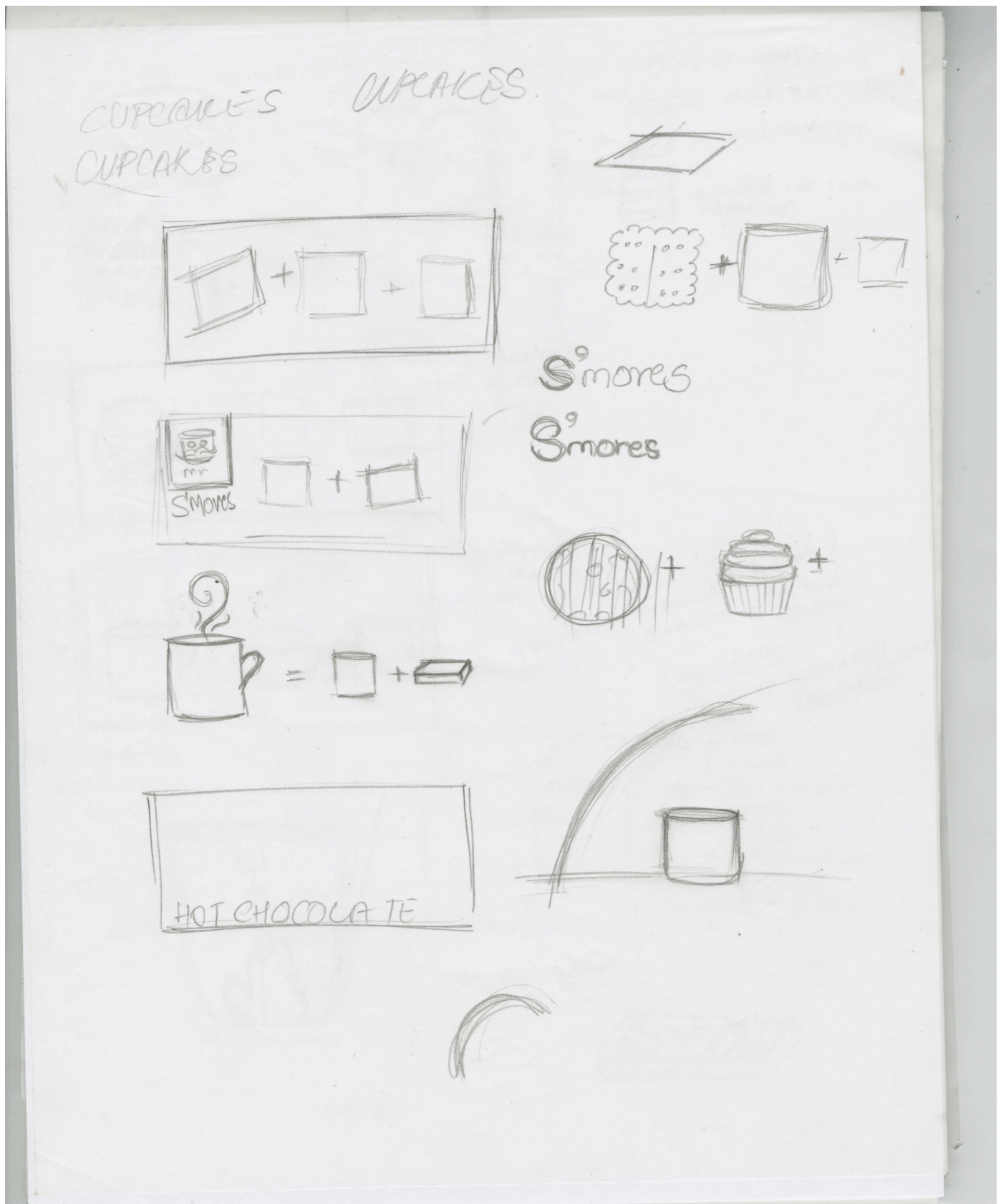
Sketches for packaging



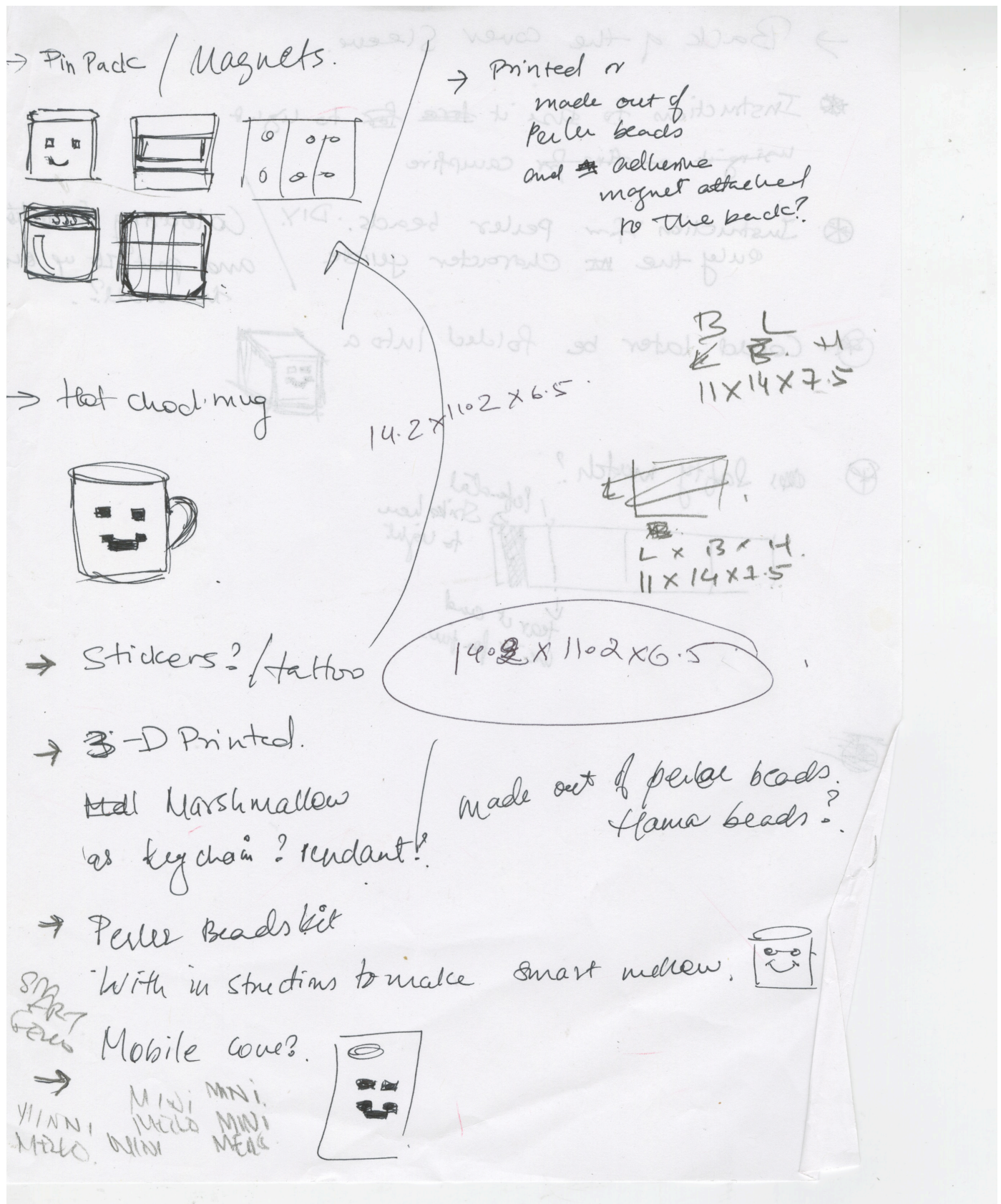
Sketches for packaging



Sketches for packaging



Sketches for packaging



Other collaterals ideas

→ Back of the cover Sleeve.

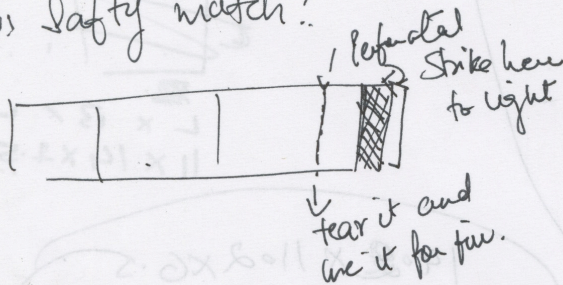
* Instructions to use it ~~for~~ ~~to~~ to light
using it as fire for campfire

* Instruction for peeler beads. DIY. / Colouring Instructions
only the character guide and put it up on
the wall?

* Could later be folded into a

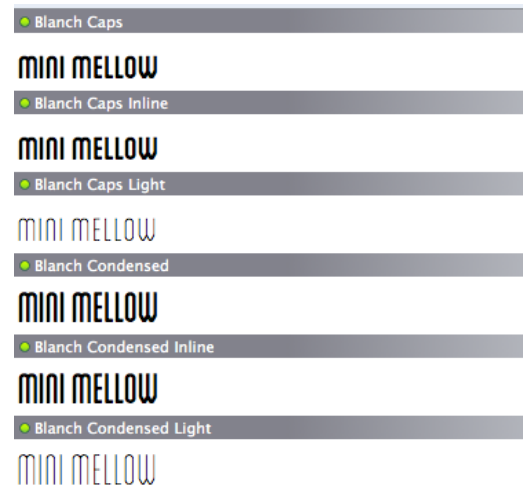


* safe match?



Ideas for packaging, making the cover sleeve of the box interactive.

Typeface choices

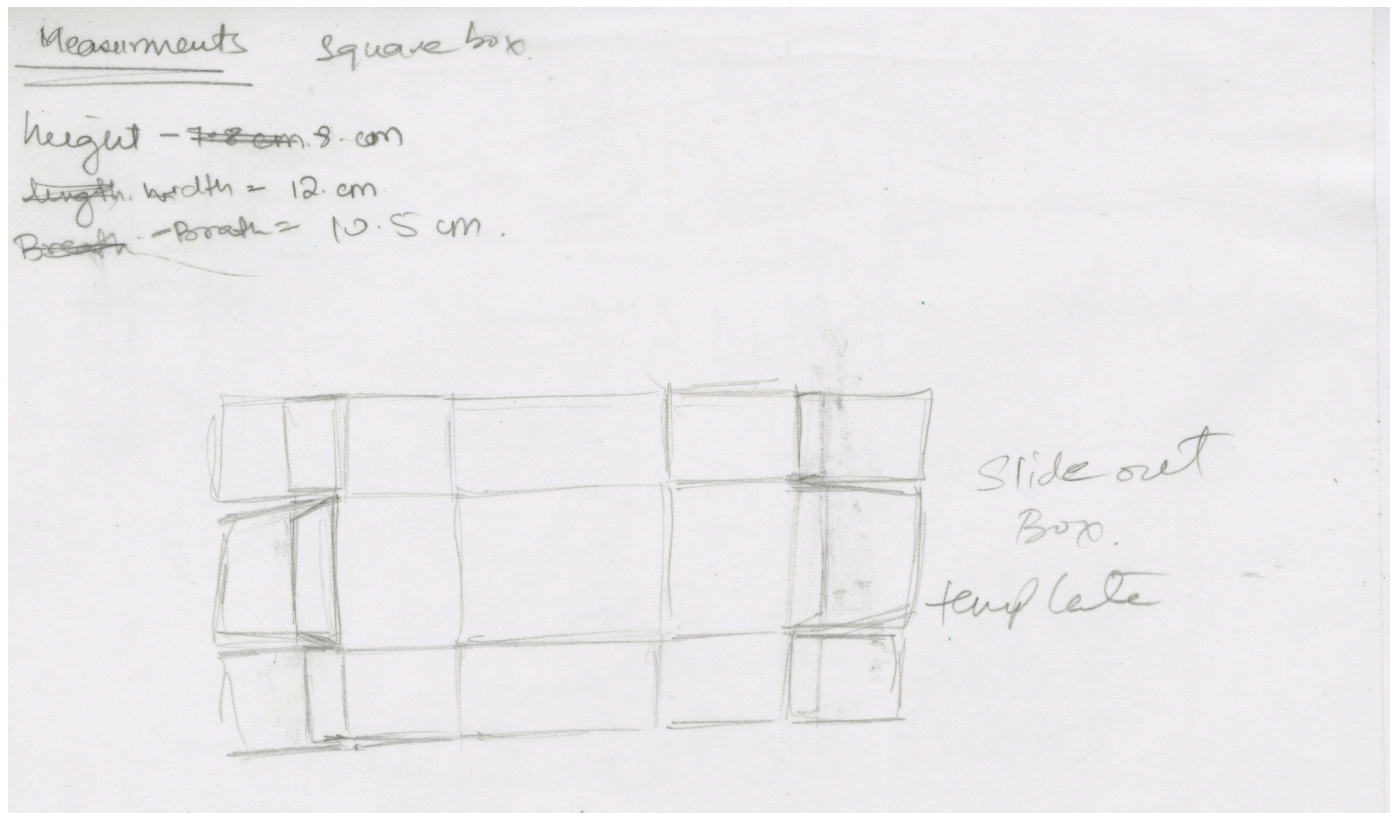


The typeface I selected are Blanch which is used as the identity of the packaging and Helvetica which is used for the content on the box.

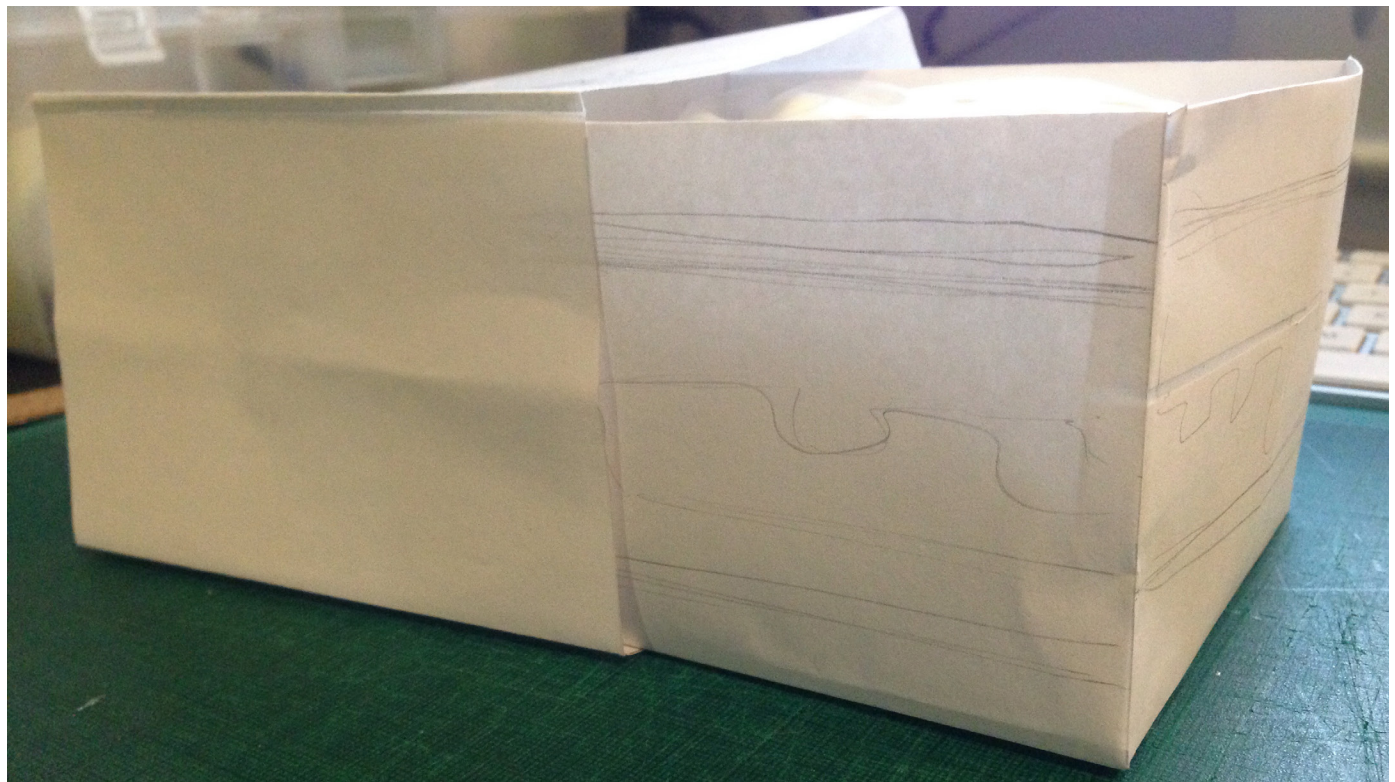
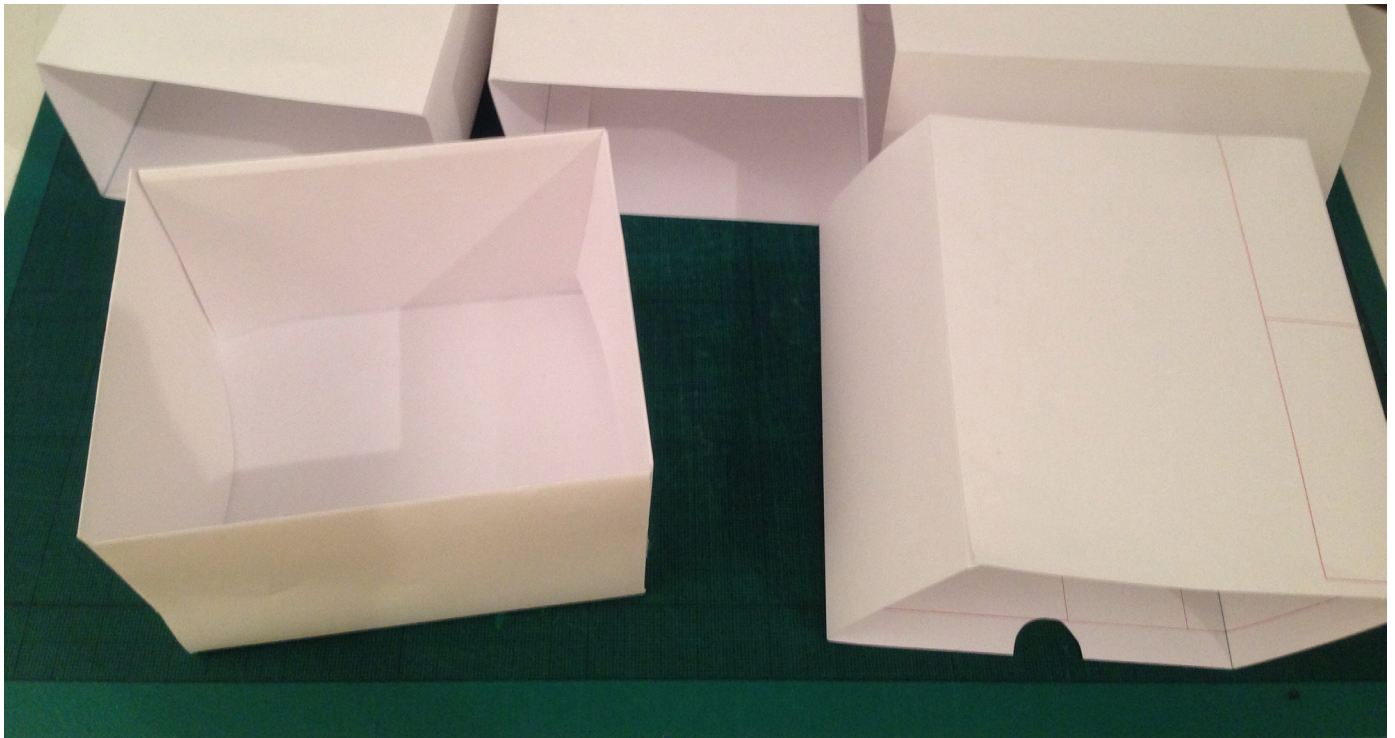
I used blanch because it compliments the 8bit illustrations, and looks friendly, which would attract the attention of the kids. It was a typeface which was designed for fruta blanch identity a family own business for selling sweet fruits.

I used Helvetica for the content since it was simple straight and a neutral font and would not interfere with personality of blanch

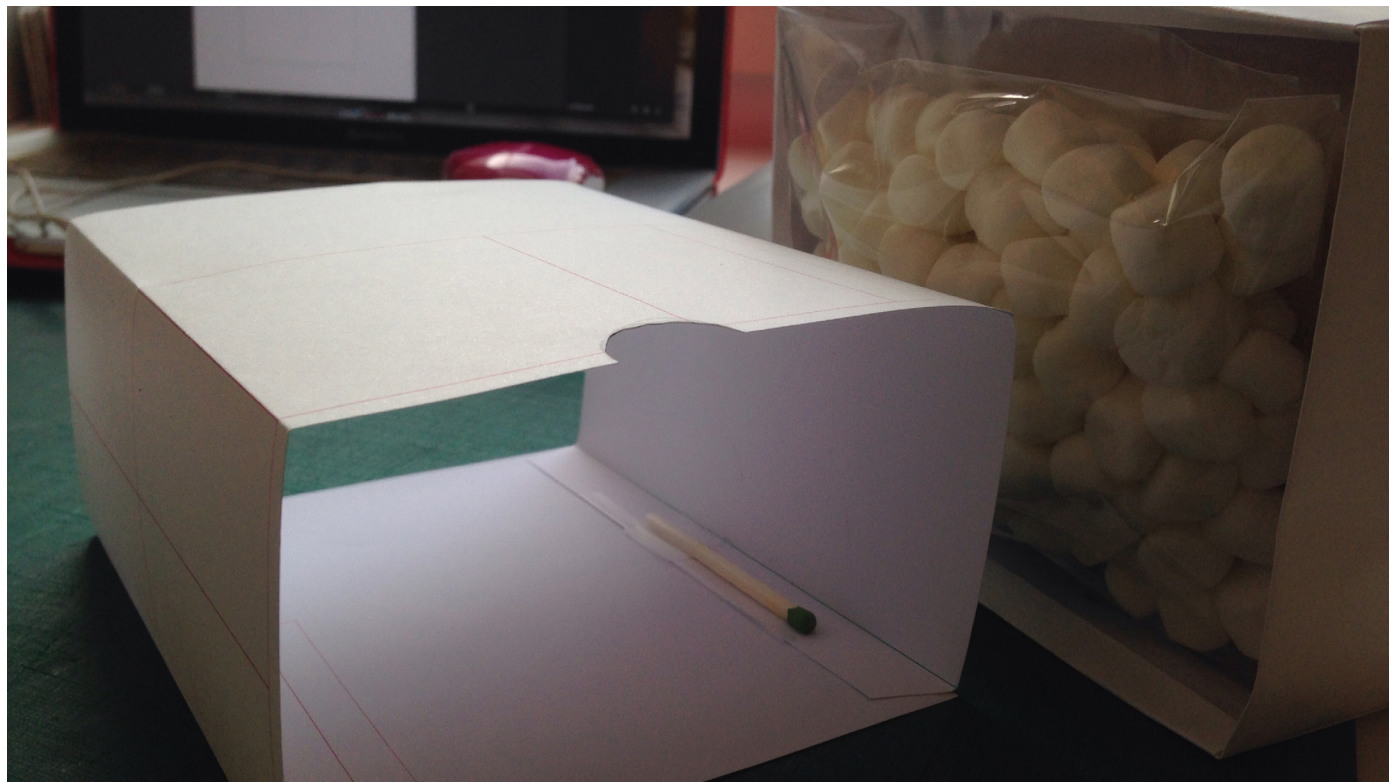
Dummies



Mock ups for the marshmallow box, drawing of a s'more on the box. The shape of the box would be a s'more



Trying to get the mechanism of right with the correct measurements.

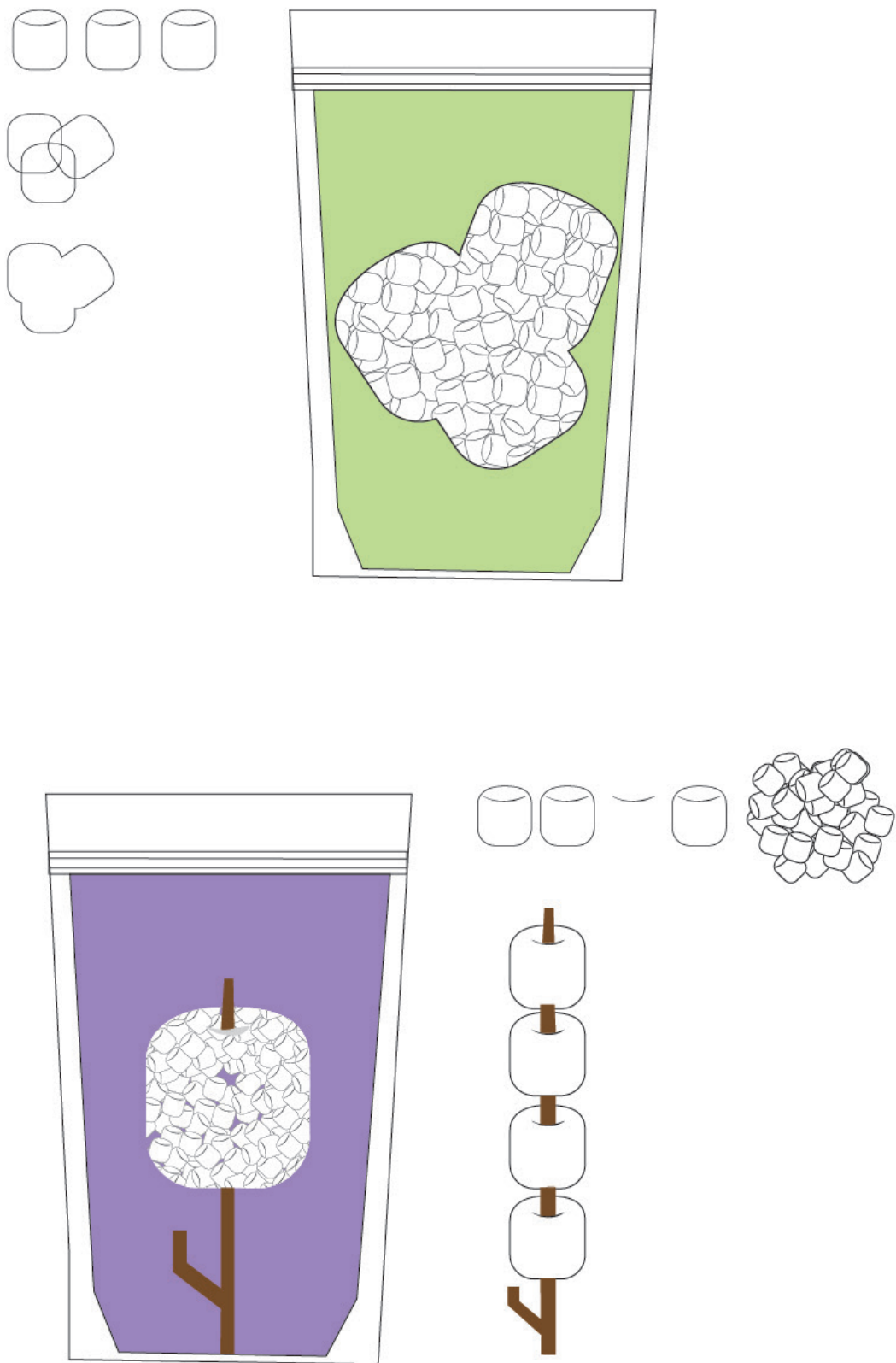


Using the cover of the box as a fire starter, one of the concepts for interaction with the package. Making the audience do work on it.

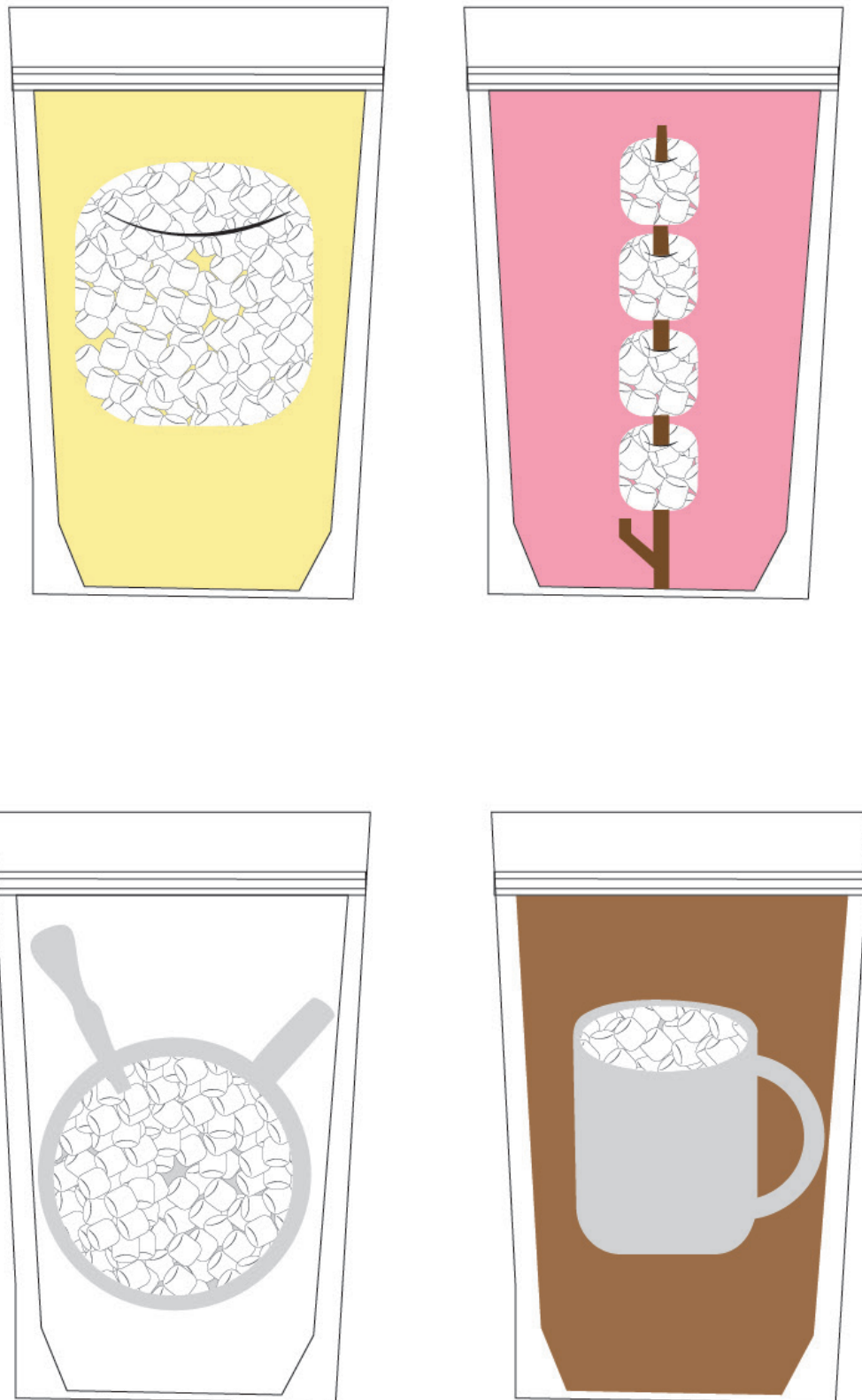


The Hersheys' chocolate looks more presentable and could be a selling point!

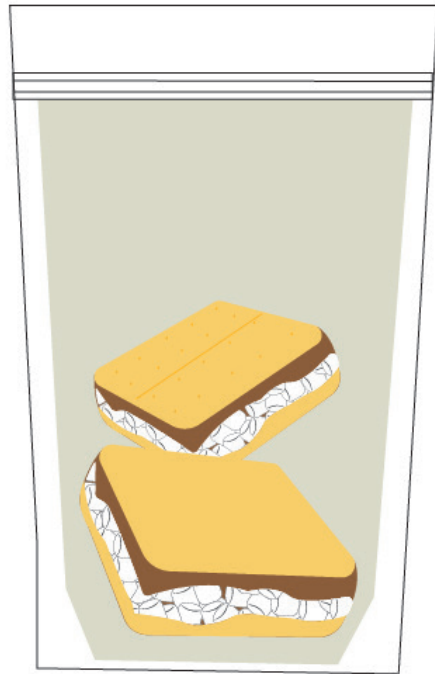
Visuals Progression



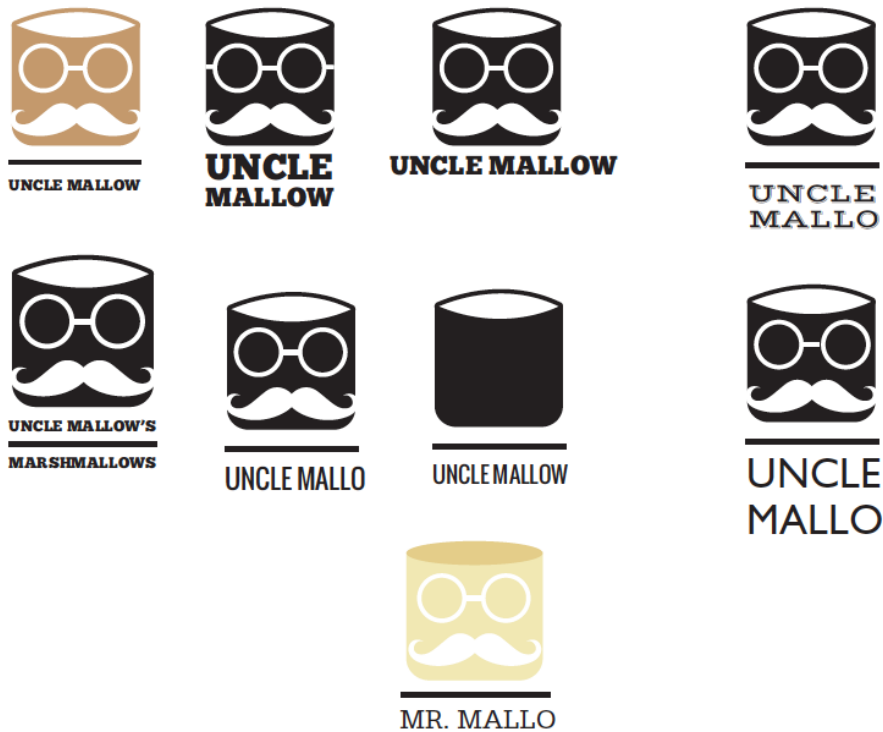
Initial concepts for the marshmallow package



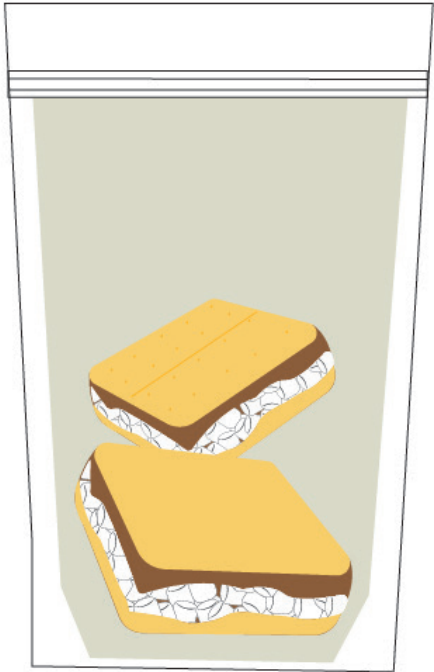
Initial concepts for the marshmallow package



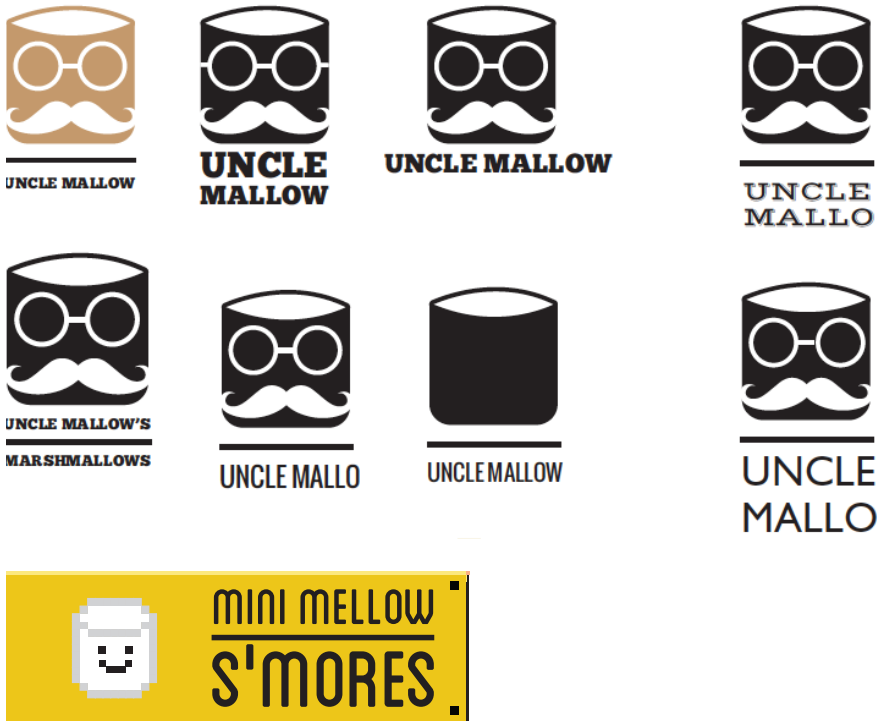
Initial concepts for the marshmallow package



Logo progression



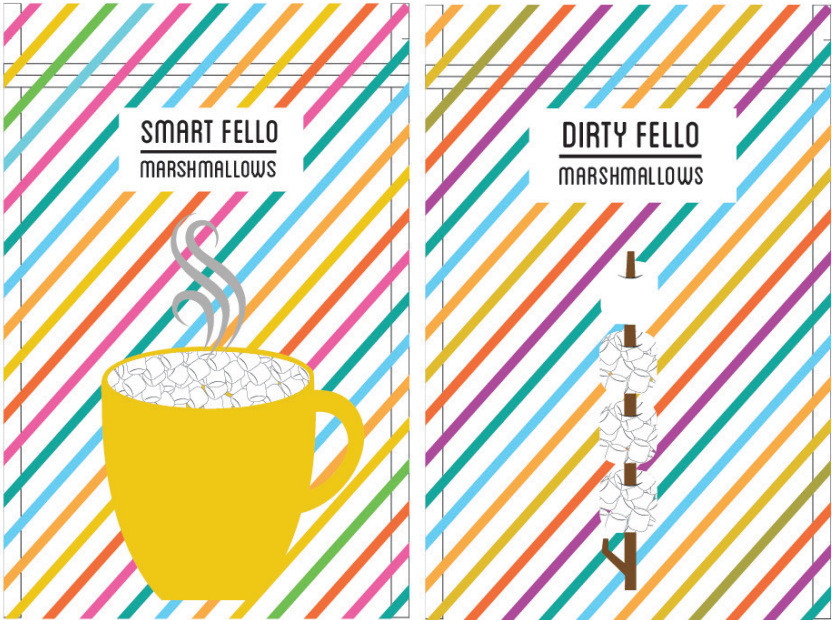
Initial concepts for the marshmallow package

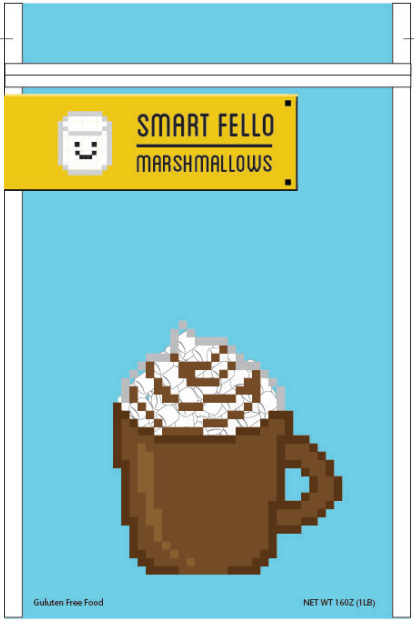


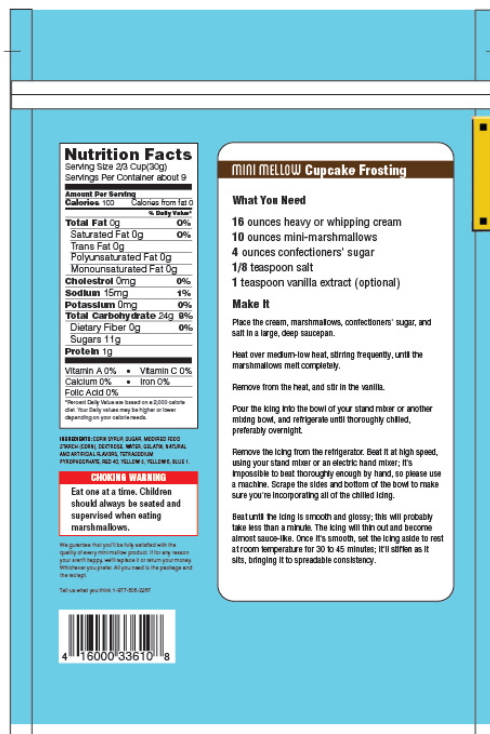
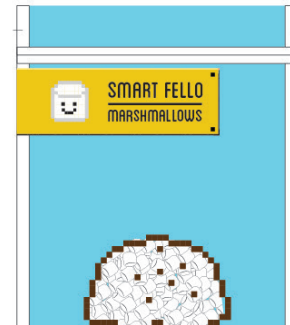
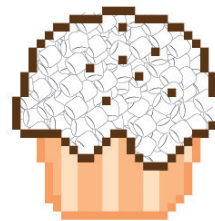
Final logo

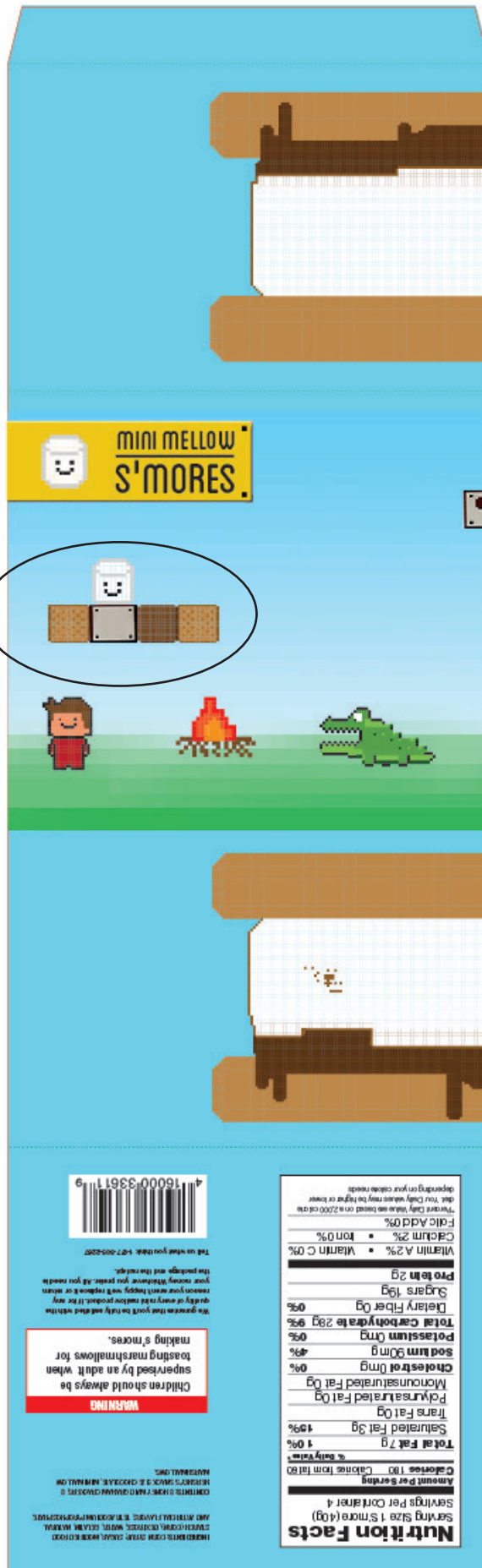


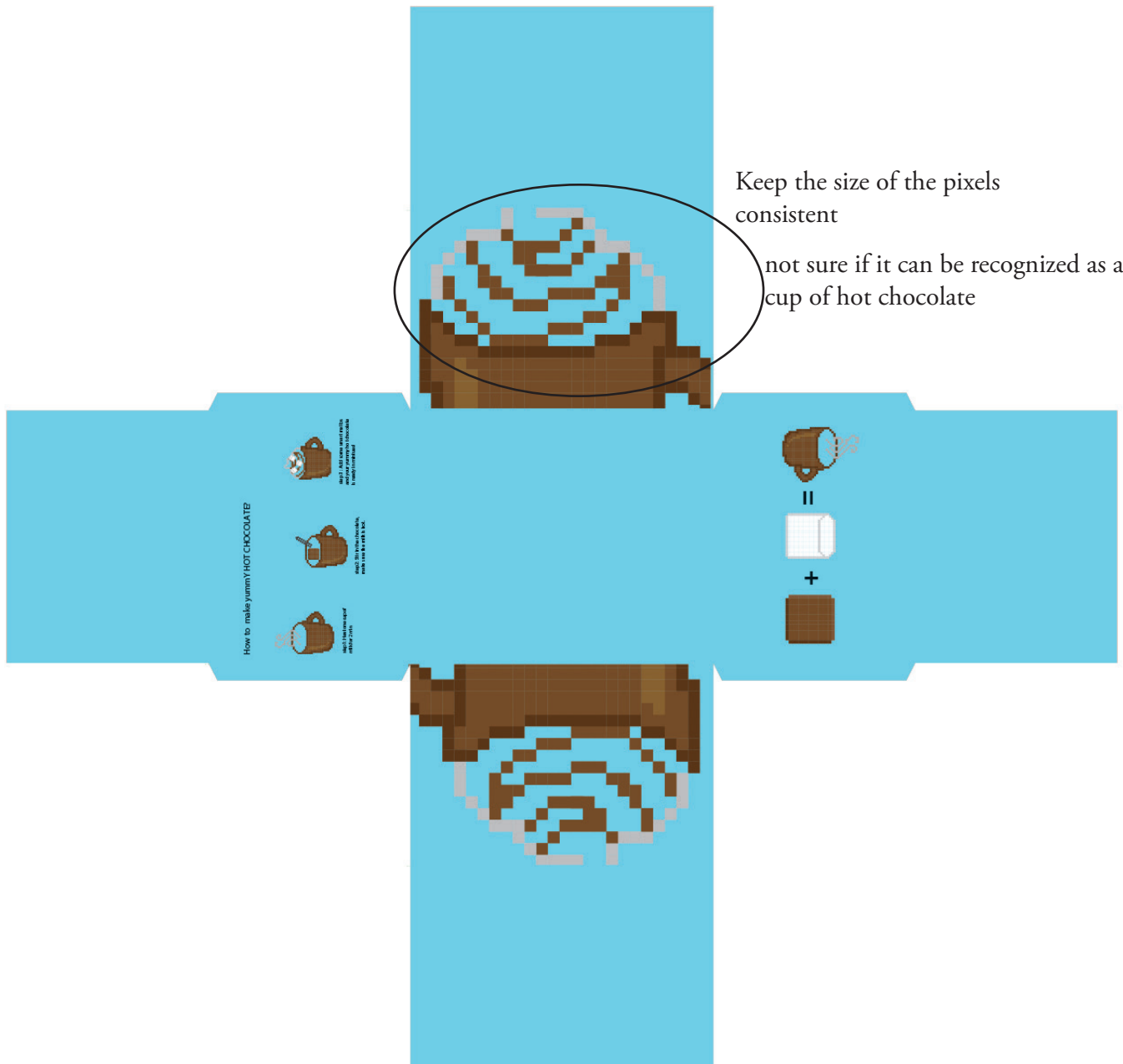
Pixel objects



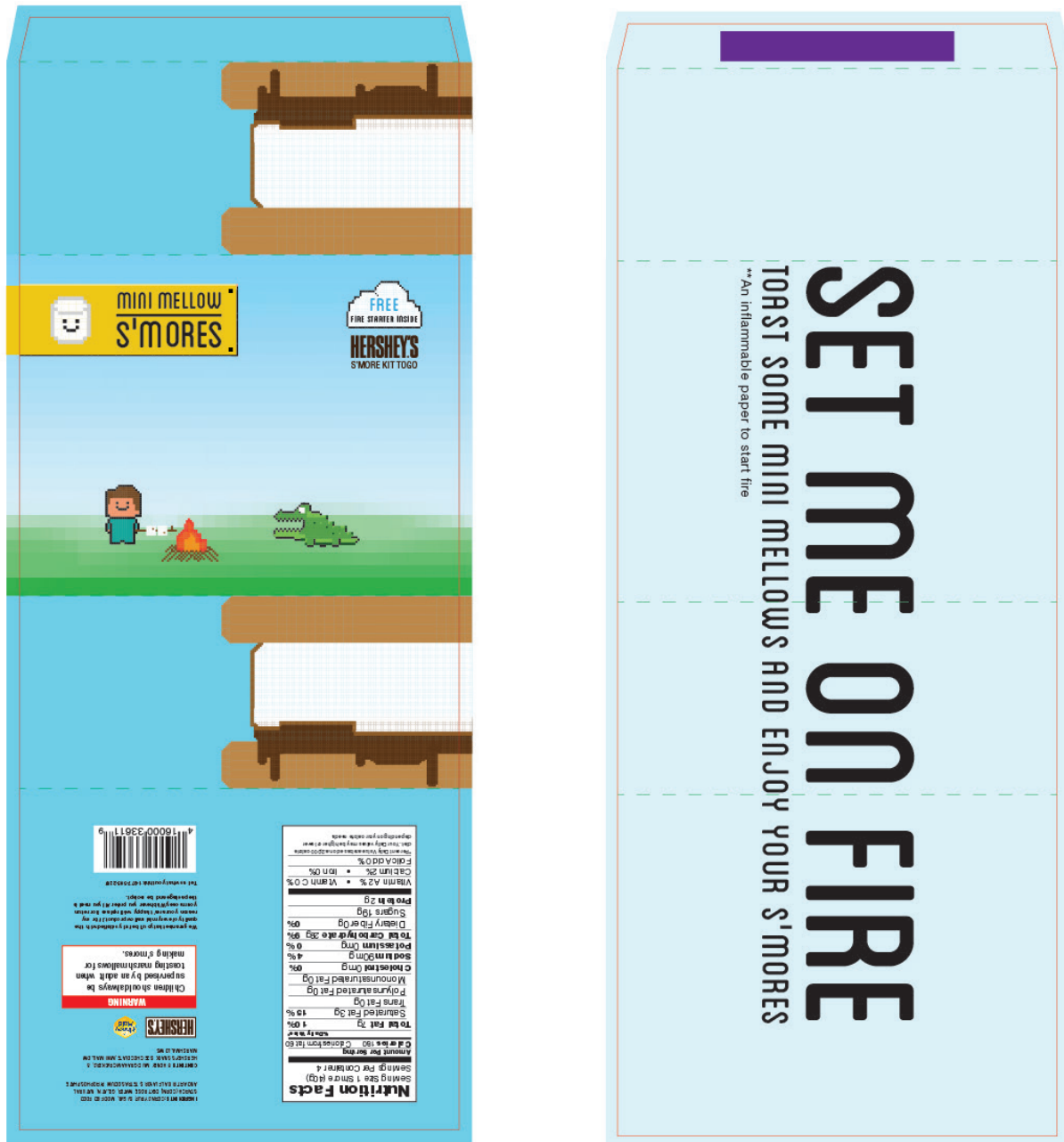




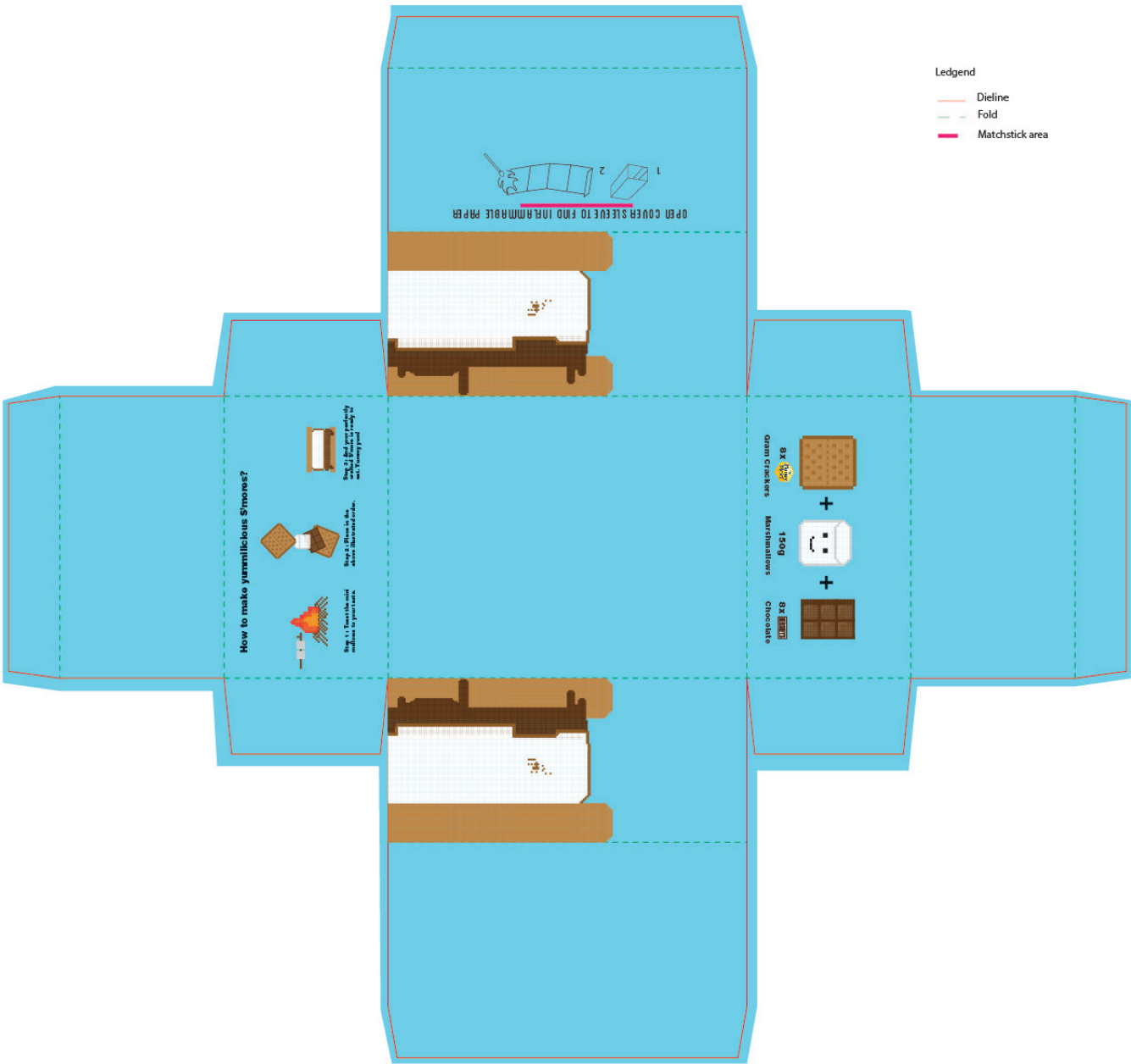




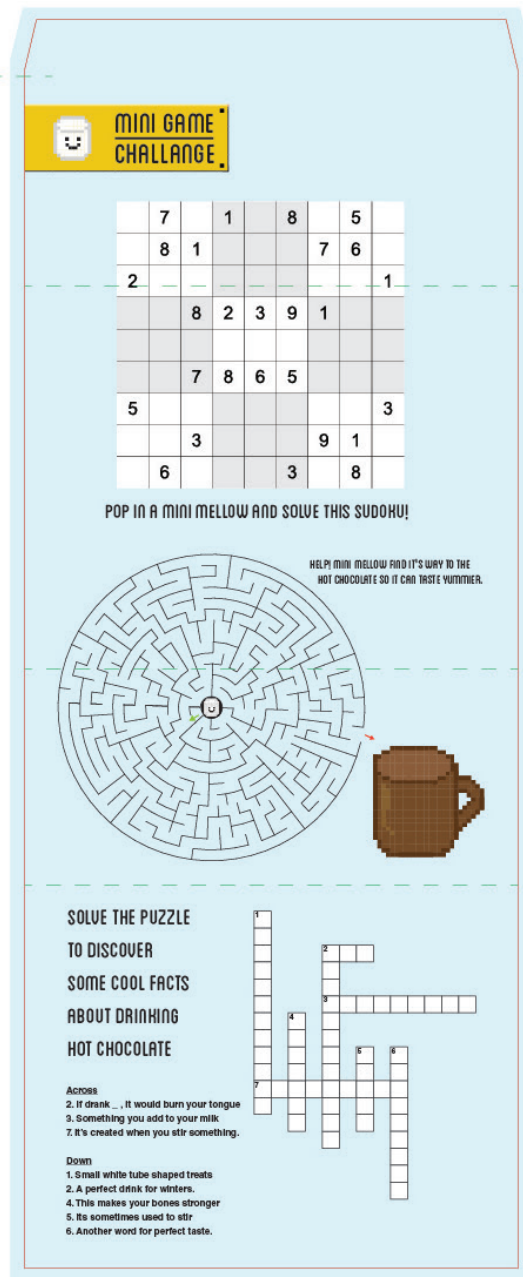
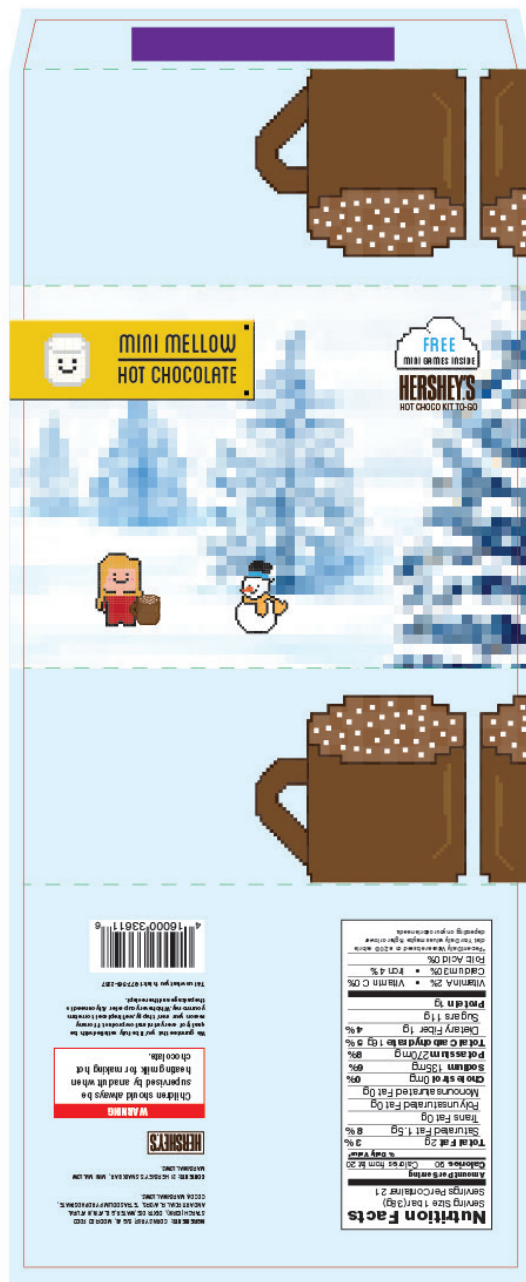




Final artwork for the cover front and back

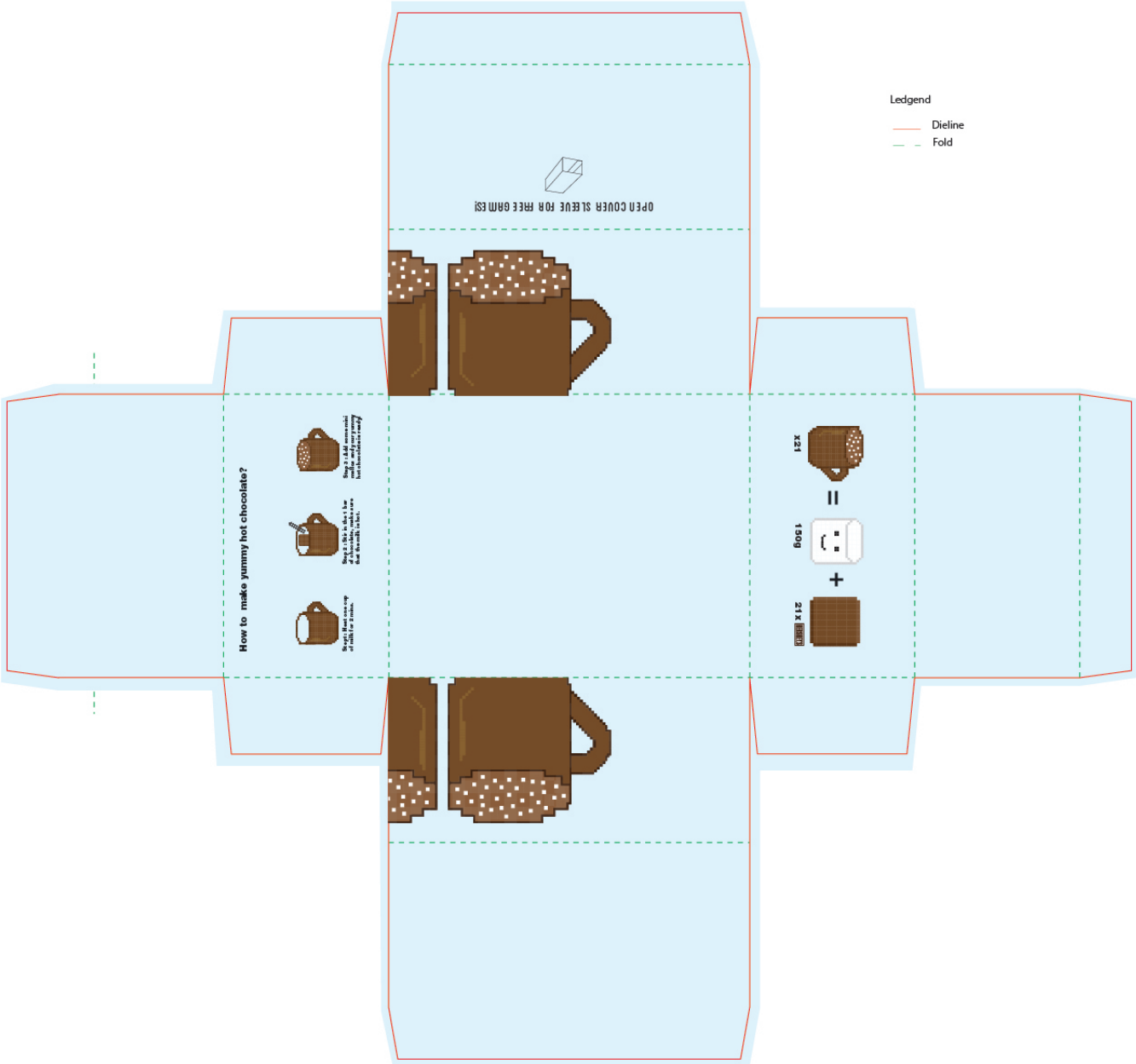


Final artwork for the box



Final artwork for the cover front and back

BOX CONTAINER



Final artwork for the box

Comps



Resealable packet packaging.



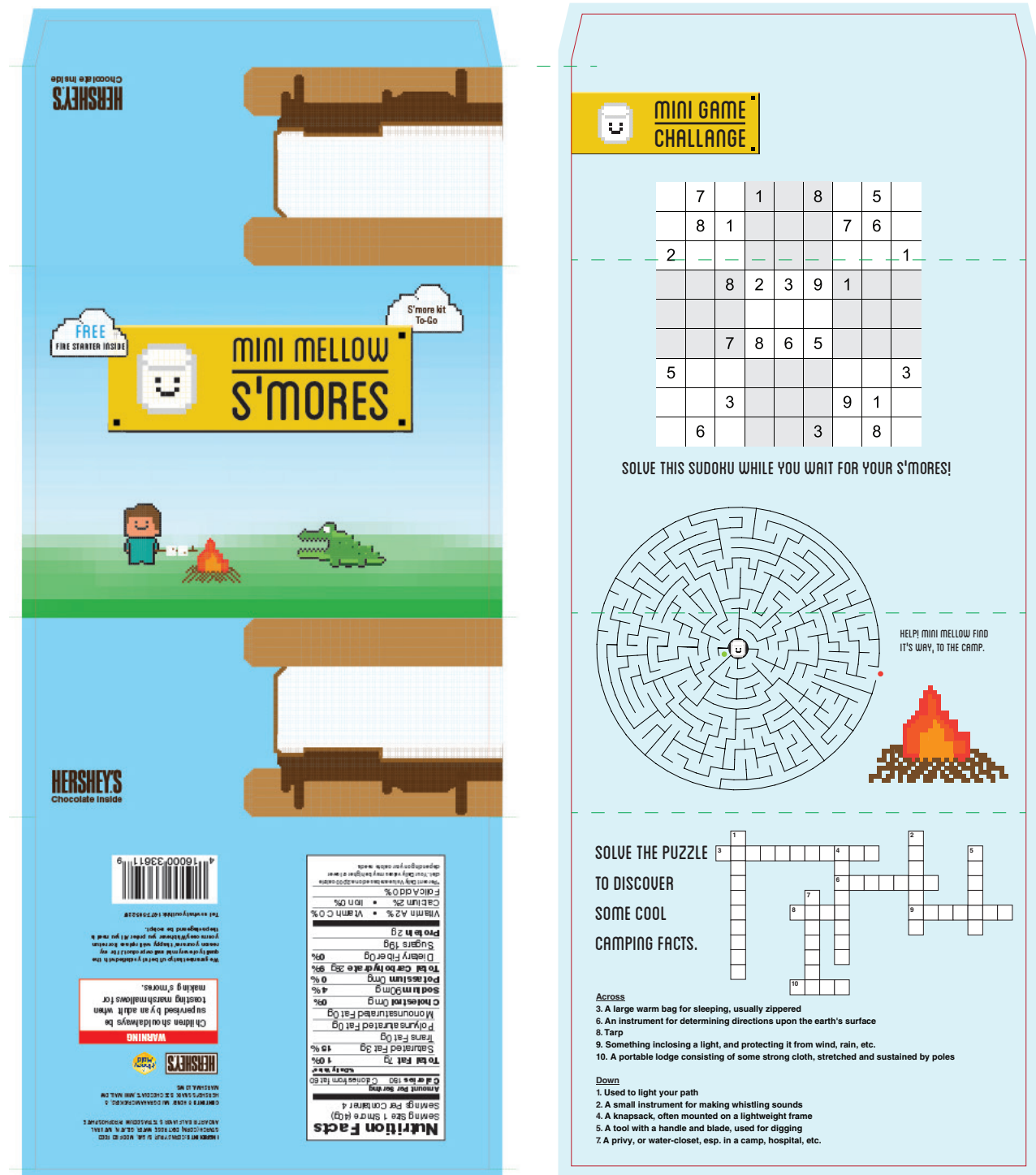
The box cover which is a material for interaction in a way that you can use it for starting the fire.

Final



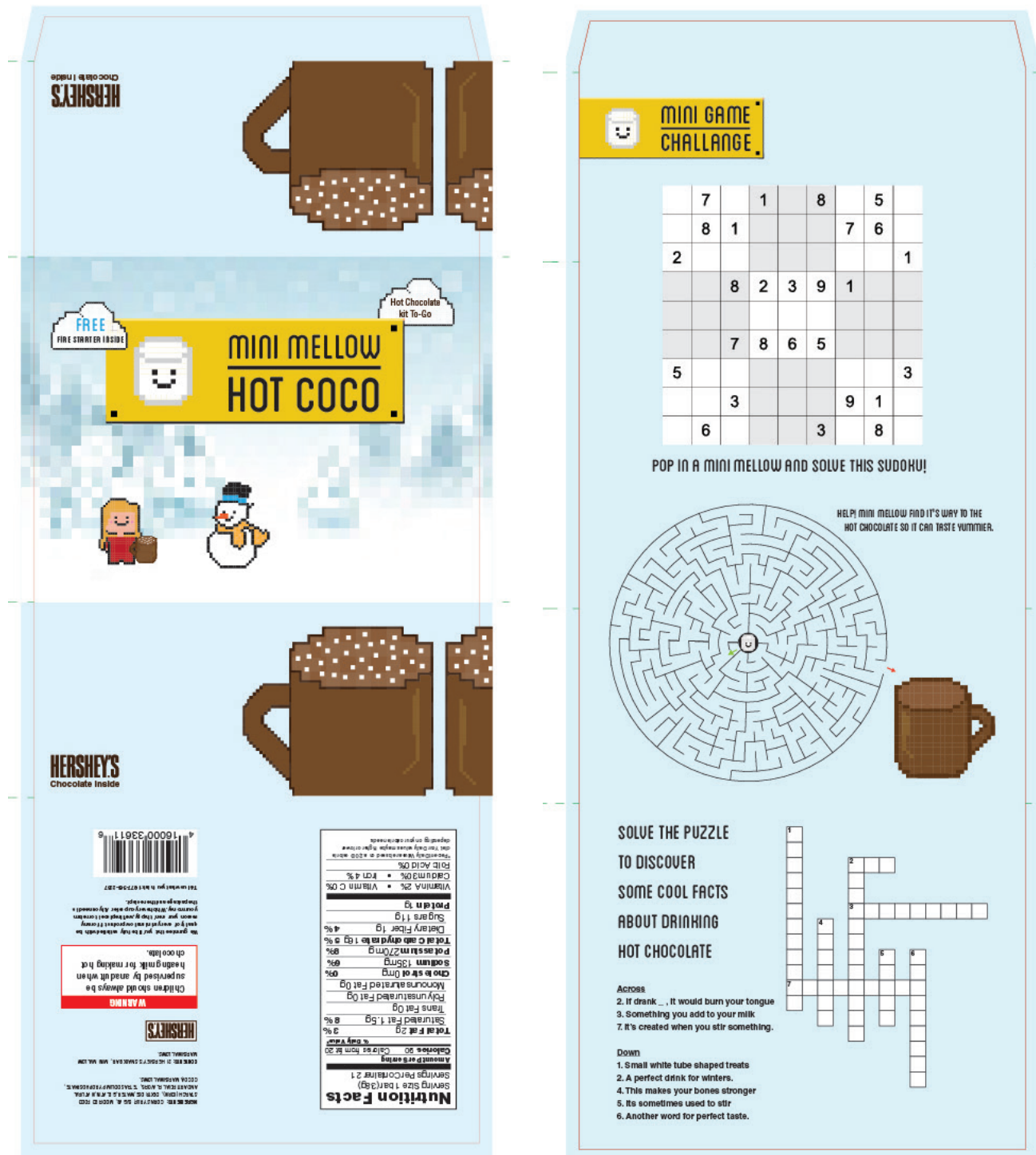


Revised Final



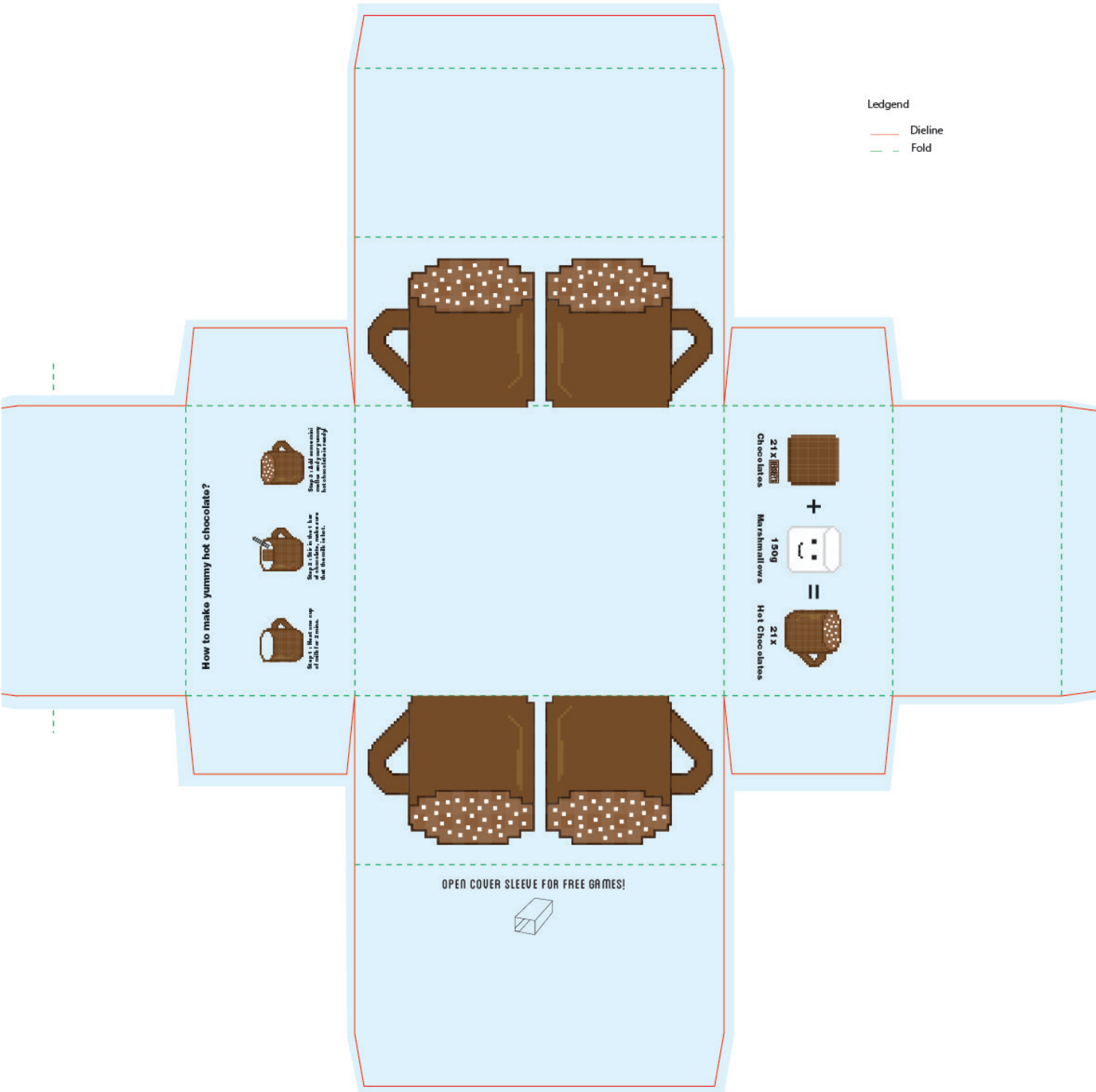
Changed the back of the cover to a game interaction since, the previous box came with a match stick which would prove to be dangerous if it got into the hand of a kid.





Changed the position of the logo and made it bigger, I found out that on researching more about the packages in stores that the brand was really big on the cover. Also changed the position of the Hershey's logo.

TAINER



Corrected typographic errors.