

spr!nkles

Rozelle Macalincag

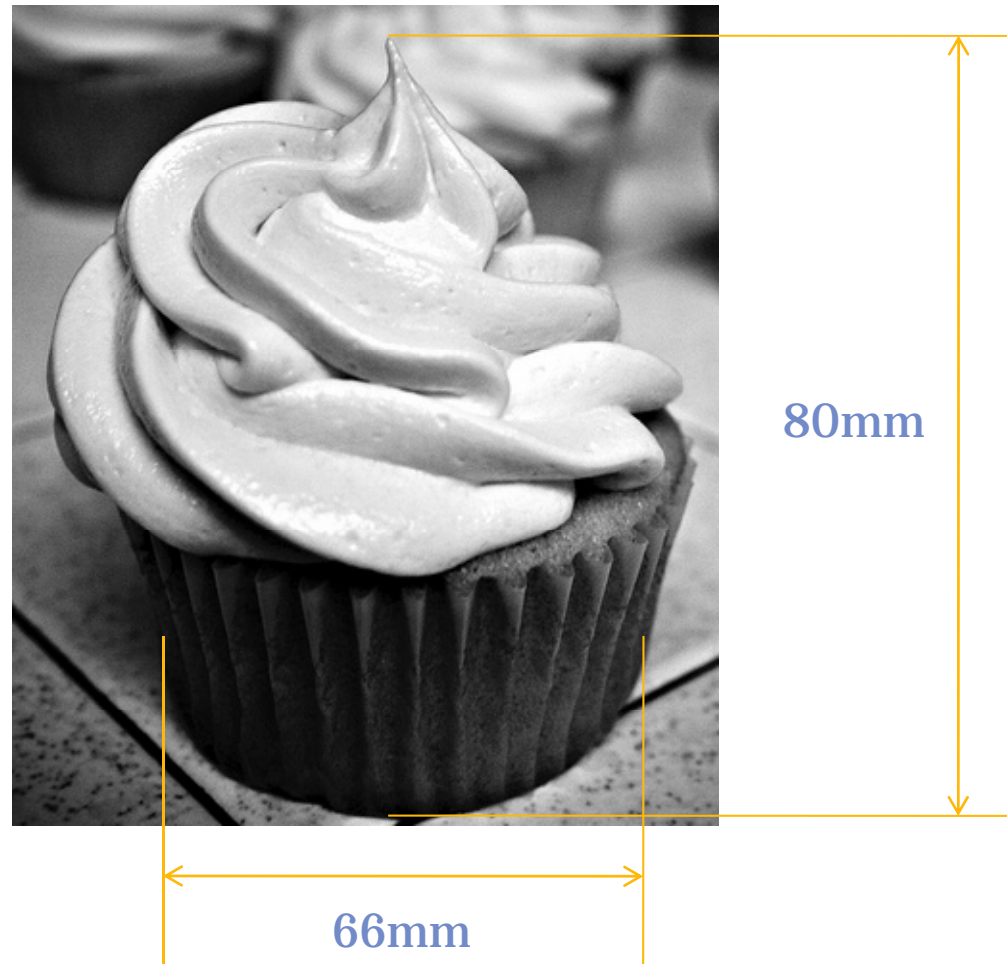
Year 10

Glenunga International High School

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The Product





[rip-and-pull system]
Pull and rip along dotted line to open. This system is tamper evident.

[front]



[tabs]
The packaging is reusable – Slot the tabs into the slits at the either side of the box.



[right side]



[left side]



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[handle]
For easy transportation, folds flat for stacking purposes.



[back]

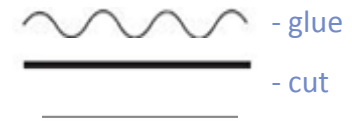
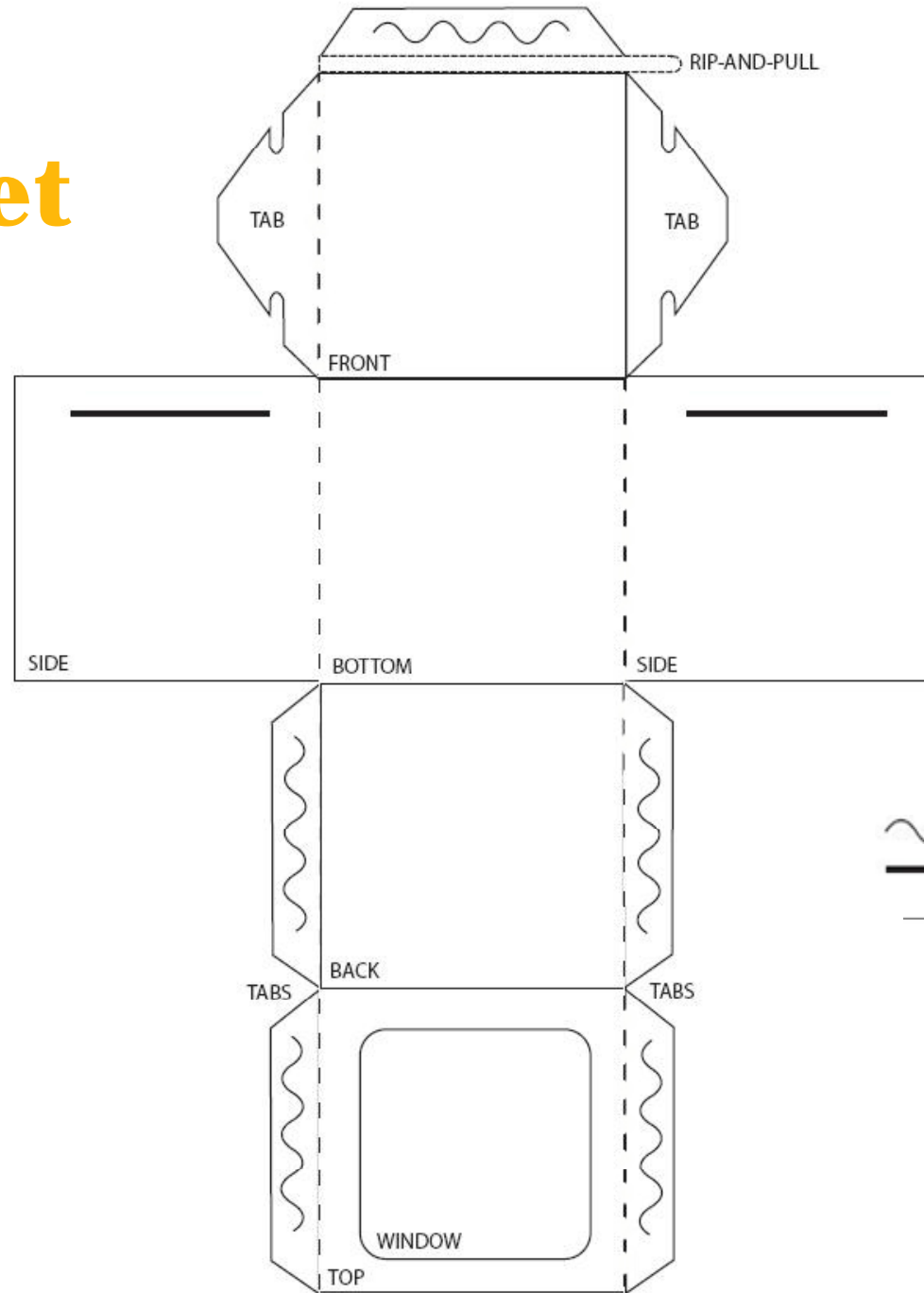
[mandatory requirements]
Nutritional panel, manufacturer, contact information, Australian Owned logo, ingredients, best before date, allergy warning.

Nutrition Facts	
Serving Size 1 cake (44.8 g)	
Amount Per Serving	
Calories 139	Calories from Fat 13
	% Daily Value*
Total Fat 1.5g	2%
Saturated Fat 0.5g	2%
Sodium 189mg	8%
Total Carbohydrates 28.9g	10%
Dietary Fiber 1.0g	4%
Sugars 12.9g	
Protein 2.0g	

* Based on a 2000 calorie diet

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The Net



The Rip-And-Pull System



1. Hold small tab at top right of box.



2. Pull to the left along dotted line.



3. Rip off fully with one easy motion.



4. Place finger in the small indent

Opening the package



5. Pull front open (taking out tabs first.)



6. Slide out platform, and serve a perfect cupcake!

[To reuse, replace cupcake, slide platform back in, slot tabs in slits.]

A. Outline your brief



- The product I have decided to package is cupcakes.
- The manufacturer/brand owners name is **spr!nkles**.
- I designed the packaging specifically so it would have the strength and stability to protect and support the cupcake by keeping it in perfect condition whilst it is transported from the manufacturer to the supermarket shelves.
- I also wanted to incorporate the eco-friendly aspect by constructing the package from recyclable materials and making it reusable to extend its use.
- Other key requirements include ease-of-access, stackable, easy transport and storing methods, and tamper evidence.

- The audience/target market for this product ranges mainly from young adults (mainly women) to those in their mid forties.
- The graphics were designed specifically to appeal to this age group, and the product & packaging was targeted at busy, working women who needed a quick snack, for their children, or to serve as a ready made dessert.
- The specific purpose of the manufacturer was to appeal to consumers with its eye-catching graphics, ease-of-access features, environmental advantages and most importantly, a perfect cupcake!



B. Describe your thoughts and considerations for both selecting and creating your packaging design



- After investigating cupcake packaging that is currently available and looking at both the advantages and disadvantages of each, I came up with some initial requirements for my packaging.

Technical Considerations

- The cube shape of my packaging fits the cupcake, and also makes for easy storage and stacking - whilst being transported, displayed on supermarket shelves, and in the customer's cupboard.
- The platform the cupcake is secured in ensures it remains in an upright position and also doubles as a serving dish.
- I also wanted the design to allow simple access to the product, while maintaining its tamper evidence. This is how I developed the rip-and-pull system.



Environmental Considerations

- The packaging is constructed of cardboard, and once the plastic window has been torn out, it can be recycled.
- Recycling paper products saves energy and reduces landfill use and the majority of such materials can be recycled, compared to plastic, where only 10% of plastic goods were recycled in one year.
- I have specifically designed the packaging so it can also be reused – simply place another cupcake inside and secure the tabs at the side.
- The cubic shape of the design also maximizes storage space.

Creative Design Considerations

- All mandatory packaging requirements have been included.
- The ‘package’ style graphics are striking in that they suggest the product is a ‘special delivery’ and ‘top secret’.
- Consumers will be attracted to such unique graphics.

C. What materials have you used and why?



- I chose to use cardboard as the main material for my packaging.
- After use, the box can be recycled by simply placing it in your local council recycling bin.
- (There is also a small plastic acetate window on top of the packaging, which can easily be removed before the packaging is disposed of in the recycling bin.)
- (This clear window allows the consumer to view the time and effort the baker has put into the cupcake)
- Cardboard is both lightweight and strong enough to offer good protection of the product.



D. How did you test your package?



➤ *i. Strength Testing*

The packaging was subjected to two different strength tests.

The first determined its ability to withstand the weight of a certain food product. The mass of each following item steadily increased.

The results are as follows;

<i>Item [Weight]</i>	<i>Was there any damage to the packaging?</i>
Can of Tuna [95g]	No damage whatsoever.
Box of Ritz Crackers [250g]	No damage whatsoever.
Jar of Doritos Salsa [300g]	No damage whatsoever.
Can of Corn Kernels [420g]	No damage whatsoever.
Bag of Sugar [1kg]	No damage whatsoever.

The second test measured the packaging's ability to remain intact after being dropped from various heights. Each level represented a height at which the packaging would most commonly be displayed, stored, etc. The results are as follows;



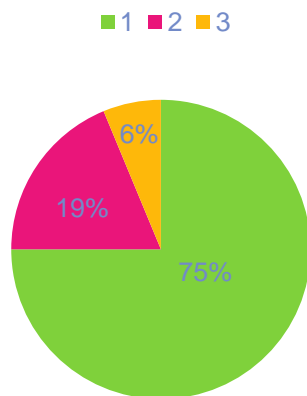
<i>Level [Height]</i>	<i>Was there any damage to the packaging?</i>
Lowest shelf [48cm]	No damage whatsoever.
Truck [70cm]	No damage whatsoever.
Medium shelf [90cm]	No damage whatsoever.
Pantry shelf [97cm]	No damage whatsoever.
Shelf at eye-level [132cm]	No damage whatsoever.
Tallest shelf [174cm]	No damage whatsoever.



➤ *ii. Market Testing*

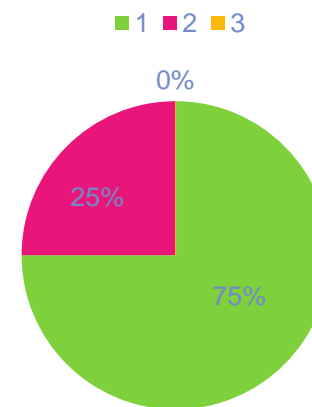
A survey of an audience ranging from teenaged years to adult mid-forties was conducted to test the marketability of the packaging, itself (i.e. not the product). They had to answer a series of questions by choosing the appropriate packaging design (1 – my design, 2 – private franchise design, 3 – supermarket design). The results are as follows;

Which packaging do you believe offers the best protection of the cupcake?

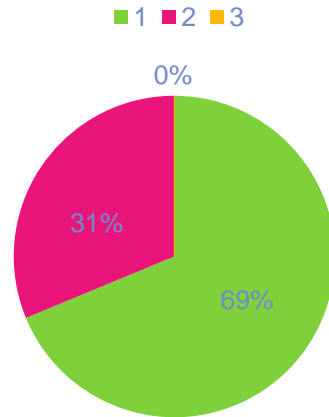


[twelve people chose ONE, three people chose TWO, 1 person chose THREE]

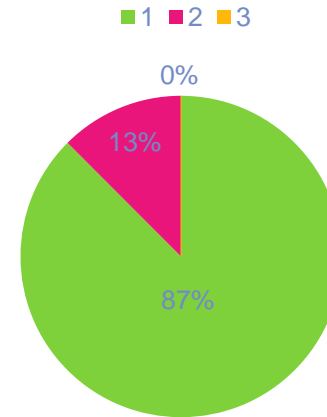
Which packaging appeals the most to you overall?



Which packaging do you believe is the easiest to open?



Which packaging do you believe has the best graphics?



[#1]



[#2]



[#3]

E. Where did the inspiration/idea come from?



- The idea for my packaging design originated from the cupcake packaging which is currently available.
- Cupcakes are my favourite food, however upon arriving home, they generally do not survive the trip in perfect condition, thus ruining all the time and effort the baker has put into creating the cupcake.
- Supermarkets offer packaging with a satisfactory design idea, however, the majority of cupcakes on the shelves have fallen, and the lack of graphics also make the product less appealing.
- Privately owned cupcake boutiques focus more intently on the graphics; the packaging may look beautiful, however does not offer good support.
- I wanted to combine both these aspects (and environmental considerations) to produce a package which provided good protection of the cupcake, as well as eye-catching graphics.