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Patterns™

about design in consumer packaging



Children's Cold Medicines

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Patterns: Children's Cold Medicines

about design in consumer packaging

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Children's Cold Medicines

Introduction

If you're a brand manager, marketing professional, package designer or student about to begin early stages of a brand or package design initiative, it's essential to be aware of context. R.BIRD "Patterns" are published reports based on our observations and professional experience that provide basic insight into common practices within a given product category. For each observation there are proposed opportunistic responses.

Method

Armed with digital cameras and note pads, our designers visit retail environments to photograph and observe product presentation in its natural habitat. We then purchase a selection of examples and bring them back to R.BIRD for closer study in search of common design threads and patterns of opportunity throughout the category.

Structure



Structure

The dominant physical structure within this category is a vertical oblong box. Most children's medicines are presented in a syrup form in a 4-8 fluid ounce bottle, with a measuring cup for accurate dosage. Additionally, all medicines are secured with a mandatory tamper resistant feature to ensure safety of the consumer.

Response

Opportunities for unique structures or alternative methods of delivery could create a point of difference that sets one brand apart from the competition.

Product Form



Children's Cold Medicine Product Forms

Typical forms in the children's cold medicine category include: chewable tablets, syrup, dissolving tablets, throat drops and nasal sprays. Syrup formulas in both droppers and measuring bottles seem to prevail as the most sought after form of relieving cold and flu symptoms for infants and young children.

Response

Paramount to successfully distinguishing a different form of product from its counterparts are the visual cues that represent the form of the product. Products such as Dimetapp successfully use a spoon to communicate liquid formulation, while Triaminic illustrates a picture of the actual bottle in the background.

Color and Brands



Color and Brands

Tylenol, Motrin and Advil have an ownable color to communicate the brand while using accent color as a secondary communicator for flavor and symptom. Sudafed, PediaCare and Robitussin have a pharmaceutically inspired black and white color palette. A wider range of brand colors are present in the balance of the category.

Response

Bold, unique colors will be required for new brands that want to compete.



Keywords & Brands

B

benefits 11, 17, 19

Brand

Advil 5, 9, 10, 11, 18, 21

Alavert 20

Aleve 20, 21

Benadryl 5, 8, 17, 20

Benylin 16

DelSym 21

Dimetapp 5, 8, 10, 16, 20

ElixSure 5, 9, 10, 11, 13, 16,
17

Hyland's 21

Little Colds 5, 8, 10, 11, 16

Motrin 5, 7, 9, 10, 11, 13

Mucinex 20, 21

PediaCare 5, 10, 11, 21

Robitussin 5, 9, 11, 18, 21

SafeCare 21

Sudafed 5, 7, 10, 11

Suphedrine 20

Triaminic 5, 7, 8, 9, 10, 18,
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Tylenol 5, 9, 10, 11, 13, 20, 21

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