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Patterns™

about design in consumer packaging



Crunch

Original Date of Publication

January 2007

Revised March 2009

Patterns: Crunch

about design in consumer packaging

Published by

R.BIRD & Company, Inc.

10 Bank Street

White Plains, NY 10606 USA

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Crunch

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.

Windows



Windows

Sometimes, gorgeous illustrations or photography can lead to a let down for consumers who demand truth in advertising for the products they purchase. An honest, what you see is what you get, approach could be well worth it for good looking products. Clear windows allow consumers to see the actual product.

Response

Window shapes can be further enhanced with rough edges or irregular shapes to help support the crunchy look.

Color



Color

Warm coloring seems to dominate, although, there are always exceptions. By nature of crunchy foods, which are generally baked or contain baked pieces, warm colors are obvious choices that support a wholesome crunch promise.

Response

Carefully consider alternatives to mainstream coloring for differentiation. While warm color dominates, heroes in the category - like Nestlé and Rice Krispies - use predominantly blue packaging.

Brand Characters



Brand Characters

While not specifically related to crunch, the use of characters helps consumers make a connection with a brand. Snap, Crackle and Pop, the Cap'n and others have become synonymous with the crunchy brands they represent.

Response

A memorable brand character can be a great vehicle for promotion. Strong character development plus time and advertising support equals long term results.



Keywords & Brands

B

baked goods 6

Brand

Back to Nature 5, 18
Barbara's 22
Bed Head 20
Ben & Jerry's 5, 15
Blue Bunny 5, 9, 23
Butterfinger 5, 19
Cap'n Crunch 5, 14, 17, 19
Caribou Coffee 5, 12
Cary's 5, 7
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