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Patterns™

about design in consumer packaging



## Energy Drinks

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# Patterns: Energy Drinks

about design in consumer packaging

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# Energy Drinks

## 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.

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# Color



## Color

Red Bull owns red/blue/silver, while others rely on a combination of acidic greens and yellows, black, and the aluminum finish of the can to convey a sense of energy and high performance.

## Response

The green/black areas of the category are pretty well spoken for. There appears to be more opportunity for differentiation on the red side of the spectrum, a curiously obvious choice for "active" or "dangerous" metaphors.

# Dangerous Things



## Dangerous Things

Raging bulls, unnaturally red crocodiles, man-eating fish, rattlesnakes, poisonous venom, acidic fire baths, and rockets portend life threatening danger, high anxiety, and unnerving intersections with pain.

## Response

The drink cooler is a crowded place. Alternatives are just a few inches away. The trick is to appeal to the “thrill jockey” inside the consumer without scaring them to a less threatening alternative. Again, Red Bull does well in towing the line between attraction and repulsion.

# Battery Powered



## Battery Powered

Jolt and Blast energy drinks and AA batteries. How do you say portable power source?

## Response

Every consumer carries a range of experiences with them when they encounter your product. A series of visual cues, carefully planned, can trigger associations with other products that express similar ideas.



# Keywords & Brands

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automotive 11

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