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Patterns™

about design in consumer packaging



Juice

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about design in consumer packaging

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Contents

Overview	5
Environment	6
Real Juice?	7
Healthy	8
Fun	9
Sunshine	10
Colorful	11
Flavorful.	12
Fruit	13
Unique Structure	14
Portability.	15
Signs of Quality	16
Function vs. Form	17
Tropicana Redesign	18

Juice

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.

Real Juice?



Real Juice?

Juice is sold under many names: Juice Drink, Juice Drink Blend, 100% Juice, etc. Combine that with the many ways in which juice is produced: Fresh Squeezed, From Concentrate, Not From Concentrate, Pasteurized, etc., and suddenly the consumer may be wondering, “what, exactly, is juice?”

Response

Terms like “100% Juice” or “not from concentrate” are signs of quality and health. Those who can make such claims, will do well to make them clearly visible. Those who can’t, would do better by focusing on the flavor components of their product.

Healthy



Healthy

Juice marketers try hard to promote their products as healthy. Specialty organics such as bionaturae (2) use a more natural color palette and classic, simple typefaces to project a natural, organic identity. Others use radiant sunbursts, fresh green leaves, heart motifs, and banners indicating the nutritional benefits to underscore the healthy aspect of their products.

Response

It's not just bullet points and facts that convince a health-conscious buyer. Intangible and emotional cues can project a "healthy" or "natural" message on multiple levels.

Fun



Fun

Cartoon graphics, vivid colors, bursts, swirls, and tie-ins with familiar characters are common in the category.

Response

Appealing to children with “kid-friendly” graphics is nothing new. It’s important to remember that the parent is the one buying the product in the end. Qualifiers such as “100% juice,” vitamin benefits, and healthy-looking graphic elements can help temper a sugar-driven appeal to children and reassure a parent’s desire to put something healthy on the table.



Keywords & Brands

A

authenticity 7

B

benefits 8

Brand

4C 19

Allen's 5, 16

Apple & Eve 9, 15, 19

Bionaturae 5, 8, 10

Capri Sun 5, 7, 9, 10, 11, 12,
15, 19, 20

Country Time 5, 19

Cranergy 17

Dole 5, 10

Fizz Ed 17

Gatorade 19

Guzzler 5

Hawaiian Punch 5

Hi-C 5, 9, 12

Honest Kids 19

Izze 17

Juicy Juice 5, 20

Kool-Aid 5, 19, 20

Loóza 5, 14

Mauna Lai 5, 12, 16

Minute Maid 5, 10

Mott's 5, 8, 10, 13, 15, 16, 20

Nantucket Nectars 5, 7, 10

Ocean Spray 5, 7, 14

Odwalla 10, 20

POM 5, 8, 13

Rockstar 17

Snapple 19

Stop & Shop 16

Sunsweet 10

Tang 19

Tropicana 5, 7, 10, 11, 12, 13,
18

V8 5, 8, 9, 14, 16, 19

VeryFine 20

Welch's 5, 20

C

change 18

color 11

conflict 17

contrast 17

E

environment 6

F

flags 16

flavor 11, 12, 13

fruit 11, 13

fun 9

H

health 8

J

Juice 1–22

L

loyalty 18

N

natural 8

O

organic 8

Q

quality 16

S

shape 13, 14

structure 14, 15

sunshine 10

T

taste 13