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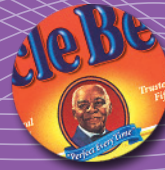
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Patterns™

about design in consumer packaging



## Rice

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# Patterns: Rice

about design in consumer packaging

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# Rice

## 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

Most of the rice products we found come in small rectangular cartons or simple plastic bags. Traditional cartons offer the most options for billboarding and shelf impact. Resealable bags and unique structures appear more often in specialty variants or exotic flavors sold in smaller quantities for higher prices.

## Response

Structure and functionality are important dimensions. The addition of a resealable closure on a plastic bag, for example, can add functional value and a feeling of higher quality to the offerings within the category.

# Color



## Color

The majority of competing packages are red, orange and other earthy, warm tones. Splashes of deep blue and gold add richness to the packs. Some of the more ethnic offerings use splashes of contrasting color or larger white areas to help their offerings stand apart.

## Response

The field is wide open to explore new colors that break tradition and differentiate from the established brands.

# Brand Personality



## Brand Personality

There is a clear effort across competing products to present unique brand personalities. Uncle Ben's, for example, is trustworthy. Minute is quick and easy. Buitoni is gourmet quality. Fantastic is naturally organic.

## Response

If considering a new entry or redesign within this category, clearly expressing a unique brand personality is paramount. Consider a personality that speaks about your product's unique history and cultural or ethnic heritage as a way to stand apart and build appeal for your product.



## Keywords & Brands

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*Buitoni* 5, 9, 11, 16

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