

project 4 : new series product line

objective This project uses lessons learned from earlier in the semester about packaging, then takes it to the next level by demanding a design of a series that is each its own product *and* part of a group of products that work together. Each package is an individual shape and must relate to the whole. All pieces must live within an existing brand that is specifically competing with the visuals of a competitor. Students must be aware how the product also looks on shelf and how it will reach the target market via its existing brand equity while borrowing from the campaign visuals of the competitor. All of this shows that you can think Big Idea and visually problem-solve for multiple packages/products within a single product line of an overall brand.

problem GNC would like to create a product line to directly compete with Gatorade's G2 Series (owned by PepsiCo). Although AMP provides superior products to G2's, AMP does not have the portable all-in-one lineup. This new lineup will be slightly different in form from G2; however, it still uses a series of three that (1) energizes pre-workout, (2) hydrates and supports during workout, and (3) builds muscle post-workout. AMP's new series is called **AMP > UP**.

AMP > UP 1 : ACTIVATE

Gummy energy chew with nutrition equal to one serving of GNC's Endurance Booster Chew (a dry wafer) in Fruit Flavor. Use Pre-workout for essential amino acid delivery, Nitric Oxide production, muscle recovery acceleration, and improved energy and focus.

AMP > UP 2 : INTENSIFY

This is a liquid formula with electrolytes, carbohydrates, BCAA, and Hydrolysates to replenish glycogen stores depleted while exercising. Each bottle is one pre-mixed serving of GNC Pro Performance® AMP Amplified Endurance Booster, Fruit flavor.

AMP > UP 3 : BUILD

This is the same product as GNC Pro Performance® Pro-Crunch™ - Cookies & Cream, re-branded as AMP > UP 3. It is a high protein energy bar with Whey Isolate.

(extra credit) NOT REQUIRED: The client wants an ingenious way of packaging the entire lineup into one portable piece called **AMP > UP**. By "ingenious", the client means that the package itself can be reused while the piece continually advertises and shows brand loyalty after it has served its initial purpose. A few suggestions discussed in the initial meeting were:

AMP > UP Series Promotional Package Ideas:

- 1) Bag that doubles as a small towel used while working out (branded, of course)
- 2) A logoed reflective band that wraps around all three and adheres via Velcro, which is reusable when wrapped around a leg or arm to run, etc. at night.
- 3) A normal box that has a printed workout log (with logo and QR code) or other information on the inside (unfold the box and use it to keep track of workouts on wall...BTW, maybe not a great idea because target demographic would rather have an app for SmartPhone to use when working out).
- 4) More?

If you are interested in doing this extra piece (that shines in your portfolio!), please discuss with Prof. Arnell.

problem (cont.)

AMP's present style is all cap sans serif silver or white type on a black background with a red horizontal gradient. To make a splash on shelf, AMP would like to blend its recognizable style with the "pure energy and dark feel" of G2. You, as a designer, must research and familiarize yourself with visual branding of both and blend that with knowledge of the primary demographic. This way you can ask well-founded questions of the client (= Prof. Arnell) before executing the project *and* use objective information to sell in an otherwise subjective piece.

AMP > UP does not presently have a logo. The client would like designers to "use the AMP logo and add '> UP' in the same style." The client has also insisted that the 3 elements are labeled as 1, 2 or 3 in the order they should be taken. In other words, remove Pro Performance, keep GNC and AMP, and add UP or > UP in some fashion. Find a way to include a number on package or within this mark.

Original AMP logo:



You need to use these pieces to build a new logo.



Plus UP or > UP; suggested to add 1, 2 or 3

client information
gnc

"General Nutrition Centers, Inc. (GNC) was founded in 1935 by David Shakarian in Pittsburgh, Pennsylvania as a small health food store. In the 1940's GNC opened multiple locations and began producing its own vitamin and mineral supplements as well as foods, beverages, and cosmetics. In the 1960's a health food trend swept the nation, which allowed the company to expand outside Pittsburgh."

- from <http://uoinvestmentgroup.org/wp-content/uploads/2012/02/GNC.pdf> is an impressive (and recent!) overview, composed by "University of Oregon Investment Group", which probably means it's a student project. The information is valid and comprehensive.

"GNC stores represent the industry's first health-management centers dedicated to the total nutritional health of consumers....With more than 60 years experience, GNC has established a successful track record as the world's largest specialty retailer of vitamin and mineral supplements, sports- nutrition and herbal products as well as personal care and other health-related products.... We are experiencing a metamorphosis. People of all ages in all places now demand control over their bodies, their minds and their health. Pick up a newspaper and you'll read about the growing healthcare crisis. Highly publicized contemporary research indicates that we must become actively involved in managing our health, rather than relying totally on personal physicians...Consumers today actively strive to feel better and perform at optimum levels. They seek information that can help them maintain their health and prevent illness. As a result, consumer interest in achieving peak physical and mental fitness through balanced nutrition and a healthy, active lifestyle has reached new heights."

- from <http://www.gncfranchising.com/pdfs/intlnst.pdf>, which I suggest you read. The article is about owning a franchise, but it gives a comprehensive business explanation of the company.

amp

AMP is one of GNC's Sports Nutrition products that it sells in store next to other vendors' products. "Sports nutrition products include protein, weight gainers, sports drinks and bars, and high potency vitamin formulations. GNC is widely recognized as a premier distributor. Key proprietary brands include Pro Performance®, Pro Performance® AMP, and Beyond Raw™. AMP and Beyond Raw™ are the #1 sports nutrition products in GNC stores and are only available through

amp (cont.) GNC. In 2010, proprietary products accounted for 36% of sports nutrition sales.” - *Ibid*.
Please note the demographic does not match what I have suggested here, as I narrowed the target for AMP instead of the entire store.

target market Male, 25-35-year-old. Middle-income level with enough disposable income to purchase supplement products. Physically active and educated in use of supplements to enhance weight training and athletic performance. Muscle-building is more important than aerobic training; however, primary demographic understands how one is a necessary complement to the other.

specs See nikkiarnell.net for dielines and product shots. Student must create dielines for the bottle. Research GNC AMP and Gatorade G2 on your own. The forms will be based on the following.
NOTE: the liquid in the bottle can be clear or colored, carbonated or milky. etc.



The gum box will be printed via **4-color** lithography and the Bar package will use 4-color flexography. The bottle will use a label (lithography, including a clear label or any other color of label). Bottle top is also available to design if student chooses. On all pieces, use supplied nutritional and other legal information.

steps

- 1 Introduce Project 4. “Series: Designing a Product Line” lecture. Discuss series design to multiple forms and in-store displays. Reminders about working within brand standards. Begin working in class on research and thumbnails.
- 2 **At least 30** color sketches of overall theme. These should be tighter than the scribbles of a thumbnail, but do not need to be perfect. This is a series with with one logo and multiple package types. You may do these sketches on the product forms (not dielines) or in a simple square of overall style. You decide how you think best.
DUE for review: WED Oct 15th, 10am
- 3 Pick your 1 best idea and render tight color sketches on printed dielines. (=3 sketches)
DUE for review: FRI Oct 17th, 10am *then work day.*

steps (cont.)

Begin to build your files! You may build files in either Illustrator and/or InDesign. The final files will be PDFs. Be sure all logos and type are vector or live type. Be careful that the software doesn't change this, as there are subtle differences between Place and Copy/Paste. If you are using InDesign for the final build: *Any images should come from Photoshop and any vector logos or small amount of type art should come from Illustrator. If you have placed a Photoshop image in Illustrator first, be sure to embed the file so that InDesign will only link to one file. (If InDesign had to link to Illustrator, which linked to Photoshop, it is risky, sloppy file build called "nesting". Only link once.) All copy and legal information should be rendered in InDesign.* See Prof. Arnell about how to create Style Sheets if you do not recall, then set type to legal type size requirements on Copy_Sheets.PDF..

Please ask questions if you need help with software or design choices!

- 4 First build the chews package. You are familiar with designing a box and its multiple panels.
OUTSIDE OF BOX: 4-color process (CMYK), full-bleed available on box. Please flood with color on outside, even on glue panels.
INSIDE OF BOX: flooded with one color ink. (Remember that the inside of the box will be visible behind the packaged chews.) Pick a Pantone and do this.
INFORMATION: See **Copy_Sheets.PDF** and **Nutrition_Labels.PDF** on nikkiarnell.net.
Digital file (these can be revised throughout project) DUE FRI Oct 24th, 10am
- 5 Build the candy bar wrapper. This is out of order per the user experience, but the bottle has multiple choices and you should truly understand and work through your design first.
INFORMATION: See **Copy_Sheets.PDF** and **Nutrition_Labels.PDF** on nikkiarnell.net.
Digital file (these can be revised throughout project) DUE FRI Oct 24th, 10am
- 6 Build the bottle's labeling, whether that be a sticker (clear or all color?) or flexographic printing directly on the bottle. See Specs. Bottle will be supplied to students for a prototype.
INFORMATION: See **Copy_Sheets.PDF** and **Nutrition_Labels.PDF** on nikkiarnell.net.
Digital file (these can be revised throughout project) DUE WED Oct 29th, 10am
- 7 Refine all files. Build the 3 prototypes with perfect craft!
Supply photo-rendering of all packages on shelf.
- 8 You will hand in the physical prototypes with your last name taped to the bottom of the bottle only and upload the folder (see next section) to a place or disk. ~~**DUE: MON Nov 3rd, 10am**~~
DUE: FRI Oct 31st, 10am Presentation and Critique

final materials due **3 PROTOTYPES:**

- > Chews box (chews not necessary) on card stock or other heavy weight paper with index weight inside
- > Bottle (liquid optional) with paper on outside, explain clear print like milk label project
- > Bar (actual bar inside not necessary, but find something like paper that fills package).
- > *If doing extra credit, 4th prototype of overall package.*

final materials due
(cont.)

DIGITAL FILES:

1 • 3 separate Pre-Press native layered files.

“[YOUR LAST NAME]_PROJ4_(box, bottle, bar).(indd or ai)”

Dielines on separate layer to spec. All bleeds pulled.

If created in Illustrator: all type outlined and all images embedded.

Dielines on separate layer, all other layers merged.

If created in InDesign: Package file, including all fonts and links.

Dielines on separate layer, all other layers merged.

If created in Photoshop: DON'T.

2 • 3 separate Pre-Press PDF file for printer, named

“[YOUR LAST NAME]_PROJ4_(box, bottle, bar).pdf”.

No dielines. No bleeds.

If created in Illustrator: all type outlined and all images embedded.

If created in InDesign: “Export to PDF” should take care of everything. You can

embed images to be sure, but it is not necessary for this project.

If created in Photoshop: DON'T.

4 • Photoshop Rendering of on-shelf display. Keep DPI of supplied image. Show clear labeling of bottle if applicable. Flatten, be sure color mode is RGB, and save as JPEG entitled “[YOUR LAST NAME]_PROJ4_Shelf.jpg”.

5 • Using Word, write an why these designs will work well for the client in regards to the target market and placement in store. Save as a PDF, entitled “[YOUR LAST NAME]_PROJ4_EXPLANATION.pdf”

6 • Create a folder entitled “[YOUR LAST NAME]_PROJ4_3423”, then compress this folder to a ZIP file. Include in the folder:

- 3 pre-press layered files (INDD or AI) including dieline and bleeds.

If InDesign, supply packaged file. If Illustrator, be sure type outline and images embedded.

- 3 pre-press PDFs without dieline or bleed

- explanation PDF

- photoshop rendering of shelf JPG

- If you have anything you would like me to consider while grading, use TextEdit and save an RTF file entitled “READ ME”. If you did the extra credit portion, see me.*

- supplies
- Card stock (or other heavy weight) for Chews box outside and normal text weight paper for other packages/parts of package.
 - All other supplies are those that you are expected to have as an art student, including adhesive, blades, and paper. Though you should have colored pencils or paint in order to render full color, there will be colored pencils available during class time if requested.

supplemental reading *In Packaging Essentials* (Roncarelli, Ellicott):

Drill into your brain: pp. 14-15 Organizing a Product Range and pp. 170-171 Type Basics.

Review: pp. 18-19 Designing for Display, pp. 70-71 A Package as a Sales Tool, pp. 72-73 Demographics, pp. 74-75 Psychographics, pp. 76-77 Designing Within a Brand Standard, pp. 118-119 Multiuse Packaging, pp. 166-167 Consider All Sides, pp. 168-169 Hierarchy and Dominance, pp. 198-199 Proofing and Making Alterations, pp. 200-201 Gauging ROI.

Read the following design points and consider all of your options: pp. 54-55 Label Reveals and Folds, *pp. 56-57 Four-Color Lithography, **pp. 60-61 Flexography, pp. 156-157 Tactical Use of Color, pp. 158-159 Lack of Color, pp. 160-161 Abundance of Color, pp. 162-163 Don't Hide the Substrate, pp. 164-165 Minimalist Design, pp. 182-183 Shelf Impact.

Read in reference to the package of the three packages: pp. 186-187 Unpack the Package, pp. 190-191 Packaging Several Products

evaluation You will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- All steps of the design process adhered to, including all required research documented in sketch book.
- Entire package relate to the whole providing an experience that supports brand promise.
- All visual elements support the existing brand.
- All required information included.
- Successful and consistent visual answering client's objectives.
- Visual hierarchy is used to allow for the successful and inviting delivery of information.
- Excellent craft on box and candy wrapper. Clean attempt at bottle prototype (may be difficult if clear label designed).
- Excellent and believable visual rendering of package on shelf.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Participation in critique.