

Project I: Pop-Secret Re-Packaging

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I // current product design

Audience Analysis

Product Description

Price point at \$1.19. The product design feels appropriate for the price. It is made of a thin, crinkly plastic wrapper containing a paper tri-fold bag which hold the unpopped popcorn kernels. The colors are bright blue and bright yellow.

Product Brand

This is a relatively established brand, although not necessarily one with strong emotional ties to the logo. Major competitors include Jiffy Pop, Act II, Orville Redenbacher, Jolly Time, Newman's Own, Pop Weaver, and Smart Balance. The branding of Pop-Secret is a kind of retro two-tone yellow and blue, incorporating illustrations of popped corn, as well as curving blue fields in which the logo is placed. Pop-Secret is sold in supermarkets and mini marts. It is a major household brand of popcorn.

Current Audience Profile

People looking for a quick and easy snack. Also lonely college-age students who are going to watch a movie or tv show at home.

Future Audience Profile

Health-conscious individuals, the careful consumer. People who care about the quality of their snacks and buy products they are not embarrassed to eat in front of friends. The future audience will include upper 20's and 30 year olds instead of just college students and moms. These people are looking for something clean, light, quick, safe, healthy.

Essential Packaging Research

Identity Contents

The logo is relatively clear. The verbiage is minimal, not very visible or legible. The flavors are not easily found and read by shoppers. The user benefits are not easy to read because they are hidden on the side of the Point of Purchase box, which is right up against adjacent boxes to the left and right.

Contain / Dispense

The package functions quite well. It is easy to open and packs totally flat for transportation. It is intended to be eaten all in one sitting, so does not re-seal after cooking. There is lots of garbage (the wrapper and the greasy paper) after use. The crinkly plastic wrapper makes the product feel cheaper. It is not a reusable design.

Attract Attention

The box of individual popcorn bags was located on a low shelf, near the chips. This item pairs well with movie rentals and soda. I want to keep the name, flavors, and general package shape. I would like to improve upon the color scheme, fonts, and graphics.

Evoke Trust

The package does not evoke trust. Microwave popcorn has a bad rap for being carcinogenic, and needs to be rebranded to not look so unsafe, for greater market appeal. There are "health" icons on the box but they aren't visible or prioritized. The paper bag of popcorn is covered in large warning labels.

Protect & Facilitate Transportation

The package design does ensure the preservation of freshness. The unpopped popcorn kernels must maintain their moisture in the package in order to be popped later in the microwave.

Pop. Secret

- 45-65+ proportionally more
- African-American big consumer
 - then caucasian
 - Asian is low
- has kids
- income: 60k - 125k+ more
- advanced education more
- consumers are pantry stockers, not urgent need. (21+ items)
- purchased at food stores
- big in the US South, then NE, then NW, MW, SW
- pay w/ food stamps, credit, debit, cash
- bought on fri, sat, sun in the afternoon + evening → weekend late in the day

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- 1) Parents stocking up snacks for the party
 - 2) young adults grabbing small quantities for movie night w/ friends over the weekend
 - 3) health-conscious students needing a light snack

Pop-Secret

Flavors - classic/original

- movie theatre
- lite
- kettle corn
- cheese
- butter + salt
- salted caramel
- jalapeño
- sriracha
- cool ranch
- cinnamon
- honey mustard
- white cheddar
- garlic parmesan
- bacon + cheese
- BBQ
- sour cream + chives
- macadamia nut + white chocolate
- blueberry
- caramel apple
- chocolate
- minty chocolate
- lemon
- PB



popcorn

pop-corn
corn

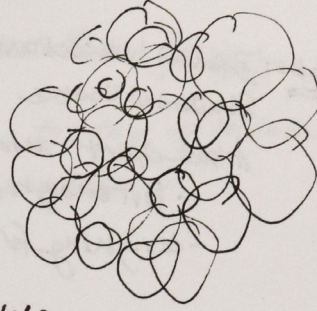
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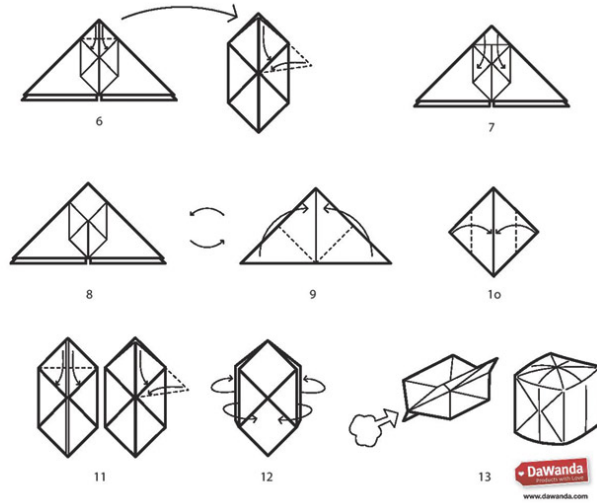
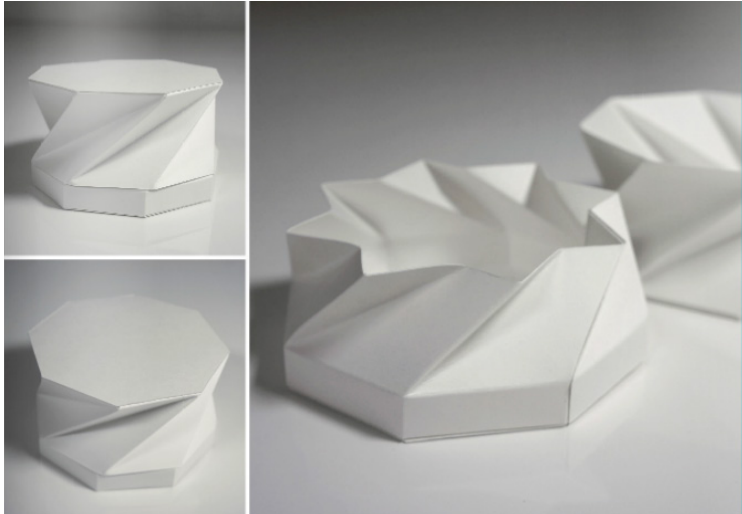
Flavors, cont.

- apple pie
- butter nutcrunch
- cappuccino
- cashew brittle
- peanut brittle
- coconut
- almond
- lavender honey suckle
- cheddar dill pickle
- passion fruit
- nacho cheese
- pumpkin pie
- pistachio
- Red Hot
- Rosemary
- wasabi

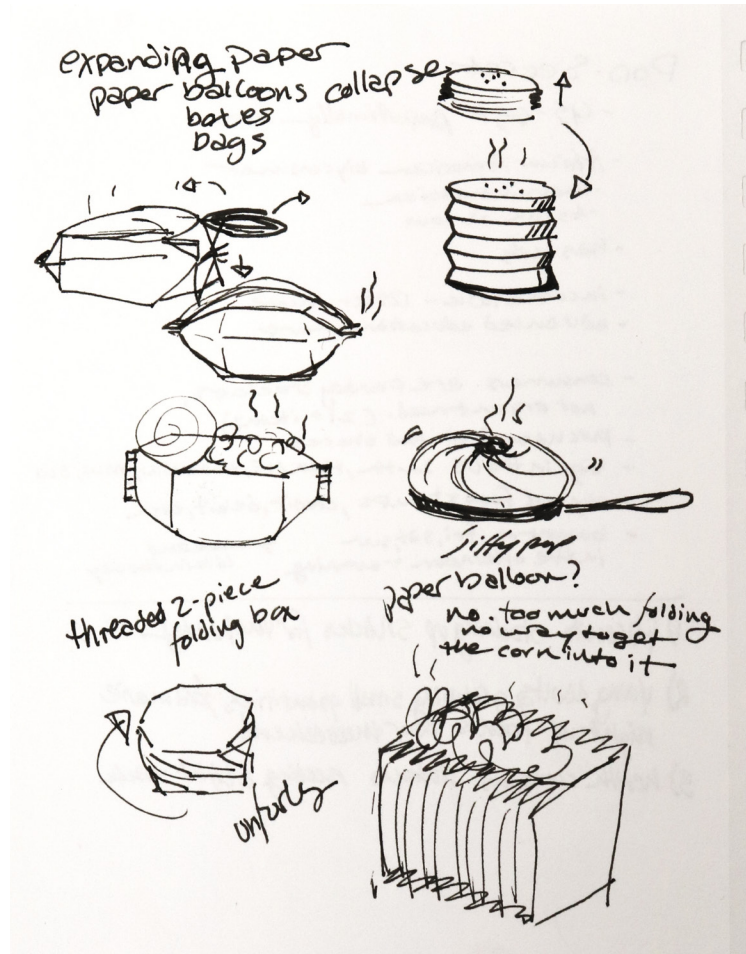


Package Requirements:

- expanding : flat → bowl
- paper
- maintains moisture / "freshness"
- remove the ugly cheap plastic wrap
replace
- "healthy" and "SAFE" feeling
and "clean"



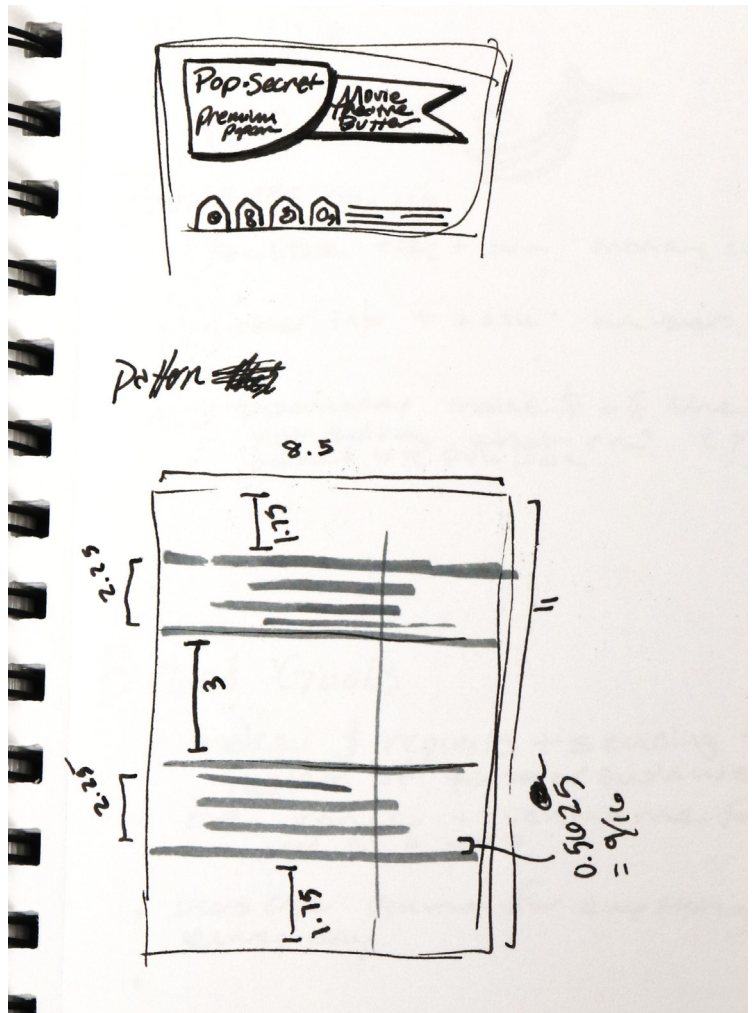
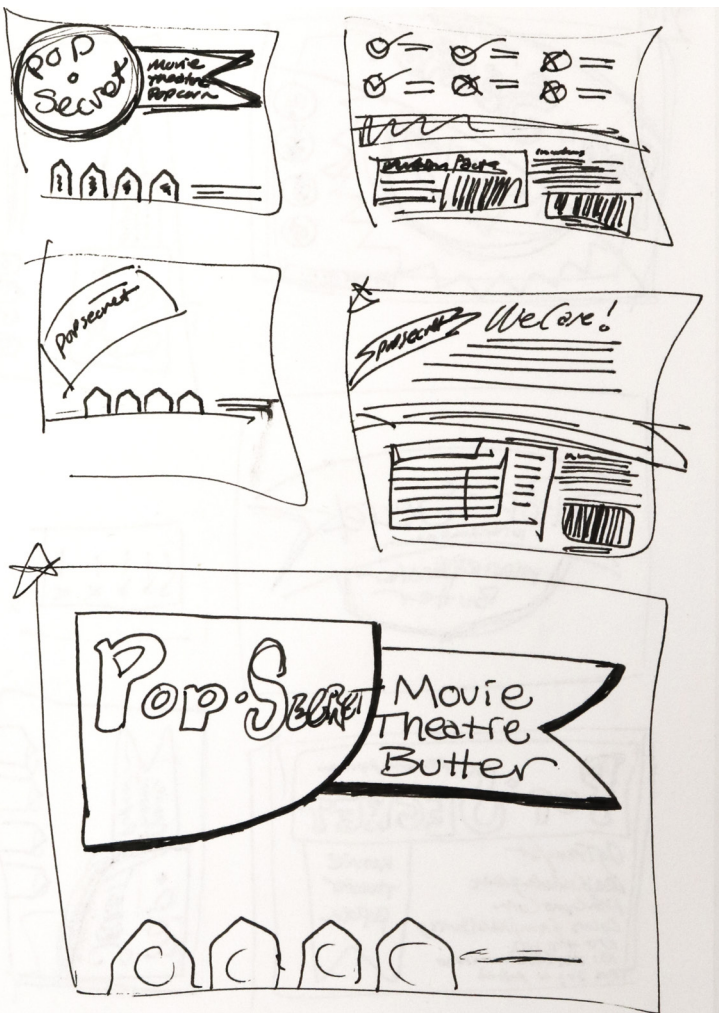
3 // visual reserach and reference images



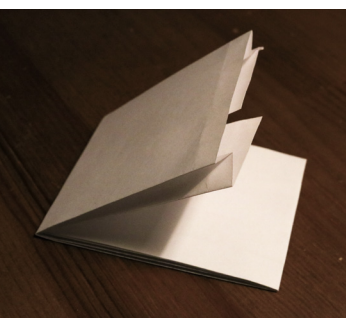
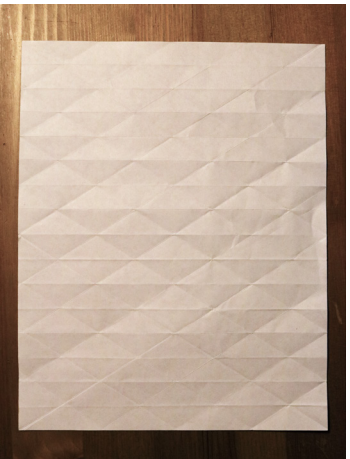
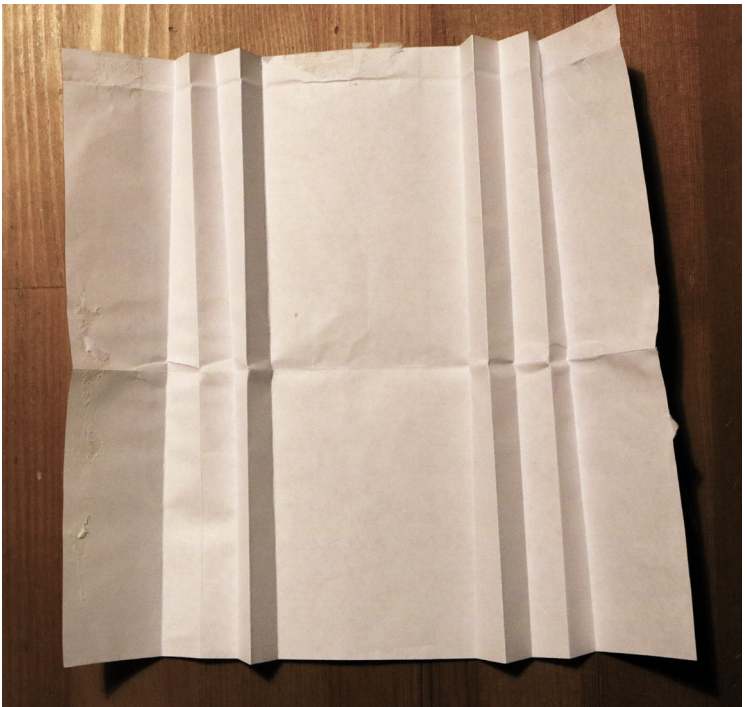
Left: I started sketching and brainstorming popcorn bags. First, I sketched a standard popcorn bag. Then, I began brainstorming alternative expanding paper bag or box shapes that I could consider and attempt to prototype.

Right: I started sketching out graphic elements for the outer plastic wrap. I wanted to move the Pop-Secret branding and information from the popcorn bag to the plastic bag, and make the print on the paper bag as simple as possible, eliminating extra warning labels and making the pattern simple and not distracting from the logo and product information. I also wanted to move

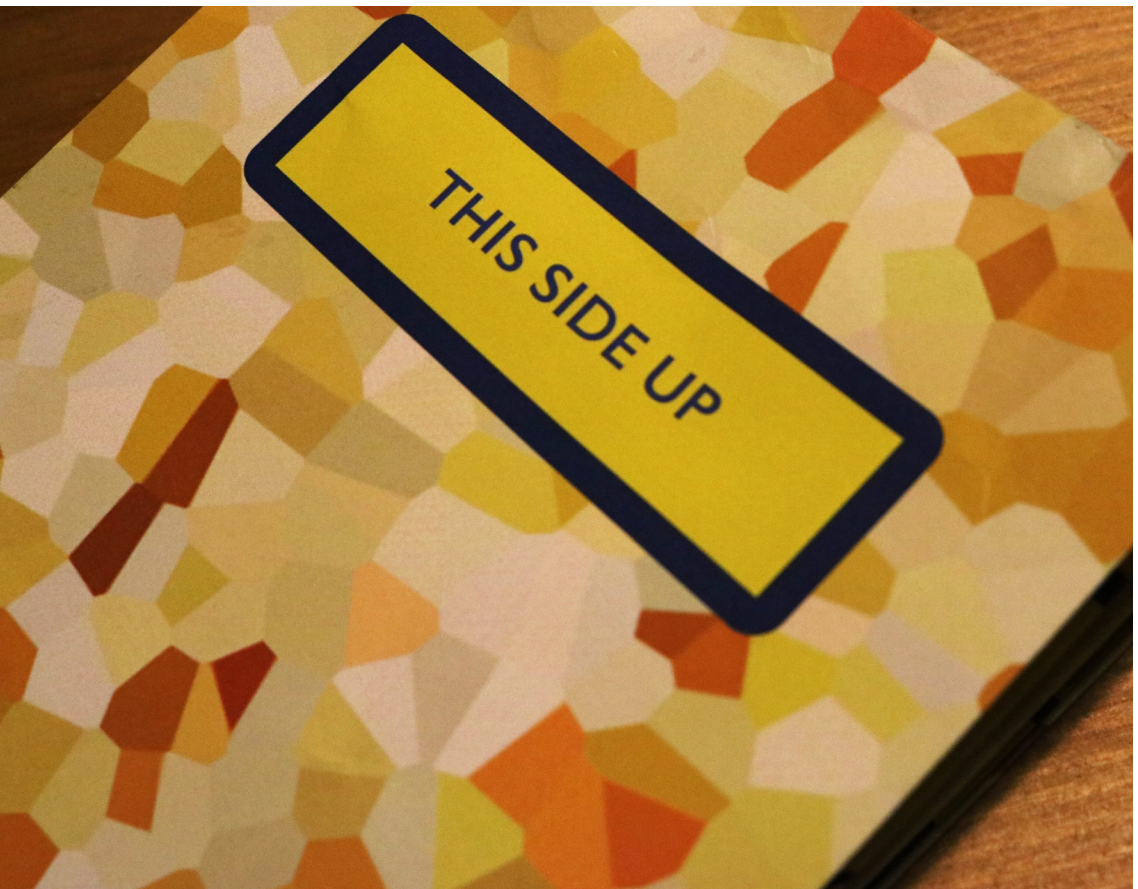
some of the “health icons” onto the plastic wrap as well. I wanted to increase the size and legibility of the flavor on the individual packages, as well as increase the size of the words “premium popcorn” next to the Pop-Secret logo. I also wanted to bring the brand into a more modern aesthetic and market, while continuing and maintaining the brand’s heritage with banners that echo the history of popcorn at movie theaters and carnivals.



5 // photographs of preliminary rounds of prototypes / bag folding



5 // photographs of preliminary rounds of prototypes /bag pattern

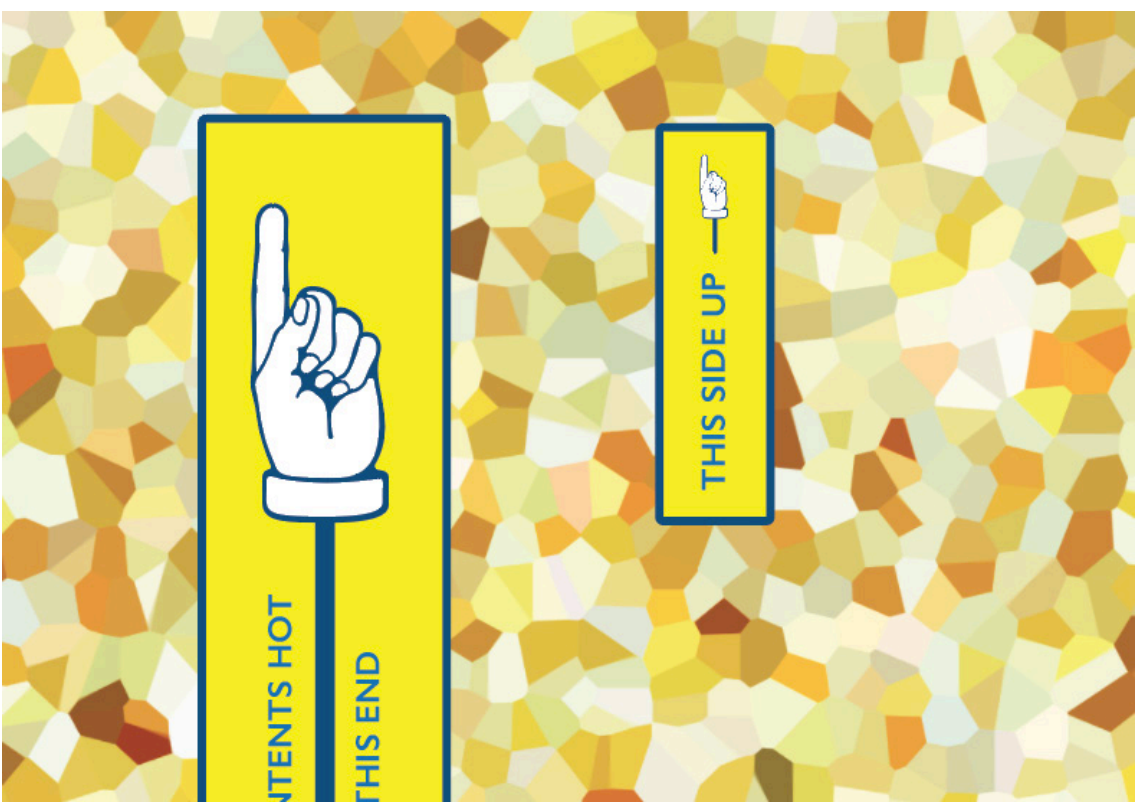
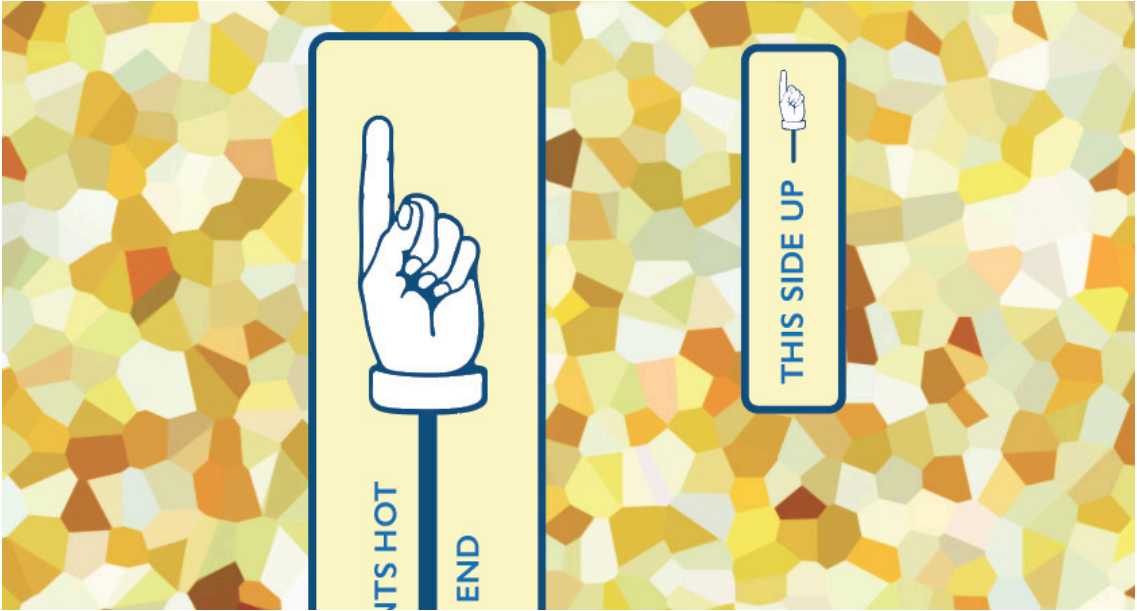


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7 // photographs of final package





For my final package, I created 3 iterations of existing Pop-Secret popcorn flavors. In my first iteration, I used Mod Podge to glue both the paper bag and the plastic wrapper. I found that the Mod Podge glue was ineffective for the plastic wrapper, so in my final product I glued them with hot glue. The Mod Podge worked well for the paper bag, so I used it again for the bags.

