Project 1: Pop-Secret Re-Packaging

Frances Dierken April 2018















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 ty 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 embarassed 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 lookign for something clean, light, quick, safe, healthy.

Essential Packaging Research

Identity Contents

The logo is relatively clear. The verbage 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.

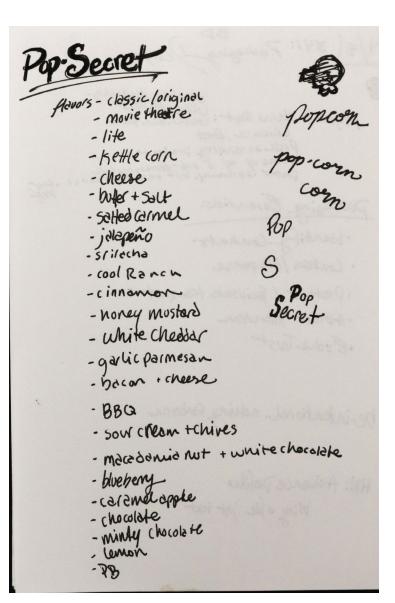
Protect & Facilitate Transportation

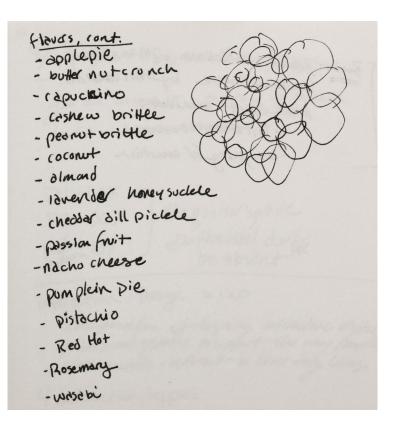
The package design does ensure the preservation of freshness. The unpopped popcorn kernels must maintain their moisture in the package in order to be popped later in the microwave.

Pop. Secret

- -45-65+ proportionally more
- African-American big consumer - then caucasida - Asian is low
- has kids
- income: 60k 125k+ mere
- advanced education mere
- consumers are pantry stackers.

 not organizated. (21+ items)
- purchased of food stores
- big in the US South, then NE, xmen NW, MW, SW
- pay wel food stamps, credit, debit, cash
- bought on fri, satism queeleend in the afternoon tevening leterntheday
- 1) Parents stocking up snacks for the pointry
- 2) young douts grabbing small quantities bramarie night up friends over the weekend
- 3) health -conscious students needing a light smack





- expanding: flat to bowl
- paper
- maintains meisture / "Keshness"
- remove the ugly cheap plasticumap
- "healthy" and "SATE" feeling
and "clean"











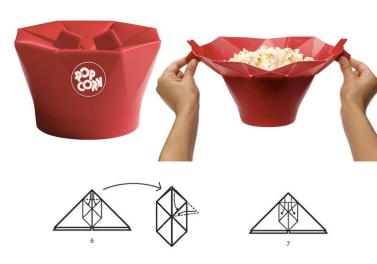


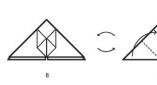












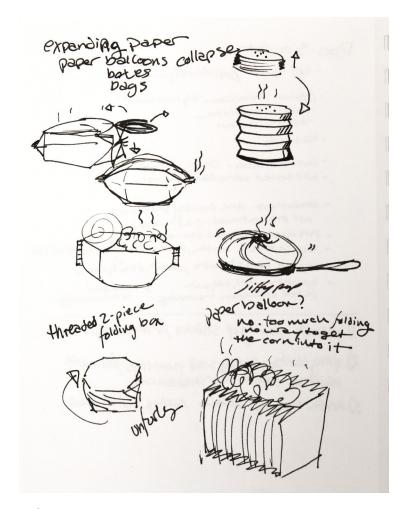


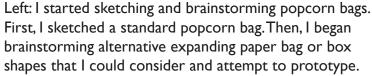




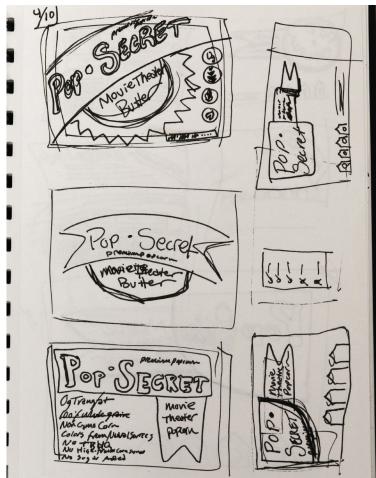




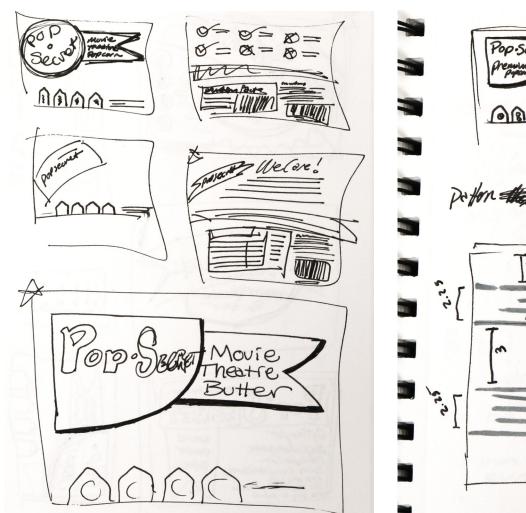


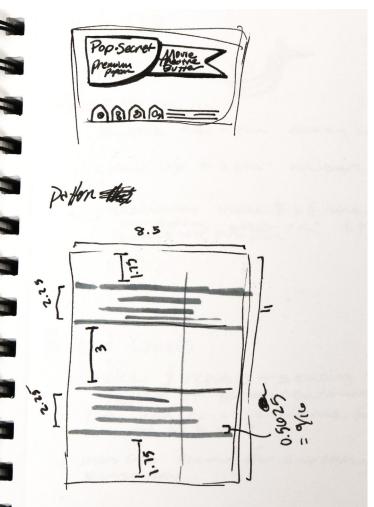


Right: I started sketching out graphic elements for the outer plastic wrap. I wanted to move the Pop-Secret branding and information from the popcorn bag to the plastic bag, and make the print on the paper bag as simple as possible, eliminating extra warning labels and making the pattern simple and not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



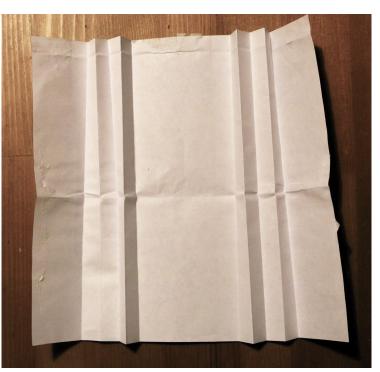
some of the "health icons" onto the plastic wrap as well. I wanted to increase the size and legibility of the flavor on the individual packages, as well as increase the size of the words "premium popcorn" next to the Pop-Secret logo. I also wanted to bring the brand into a more modern aesthetic and market,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







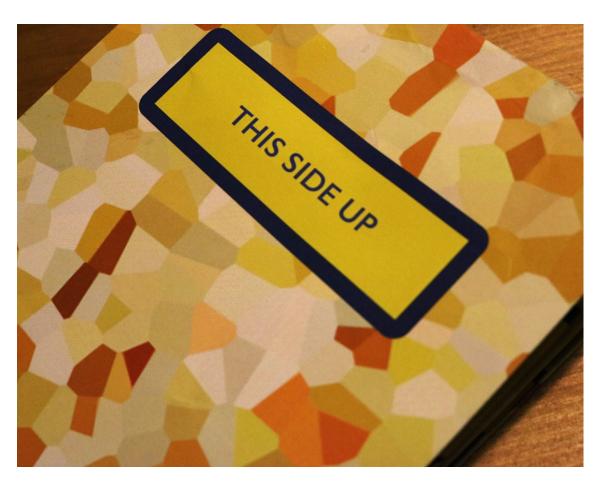
















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Mouie Theatre Butter





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PREMIUM POPCORN

Mouie Theatre Butter





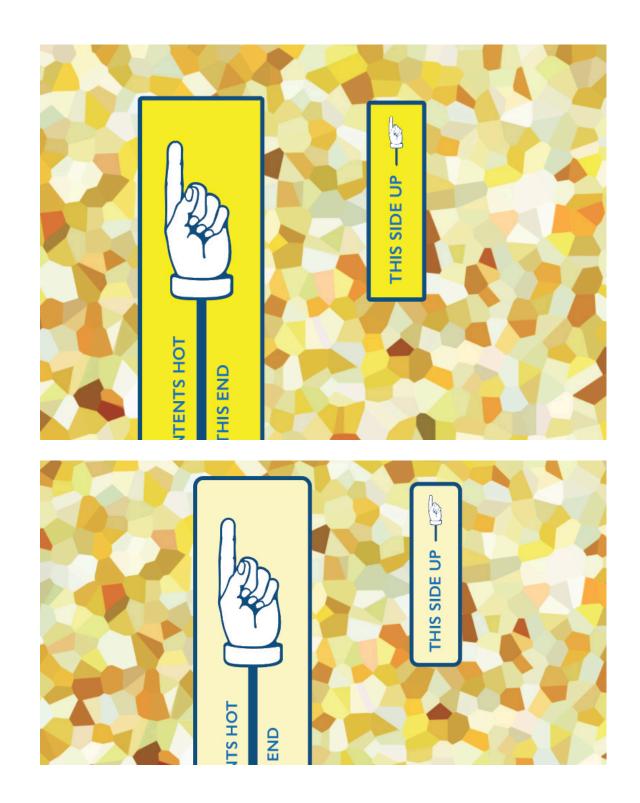




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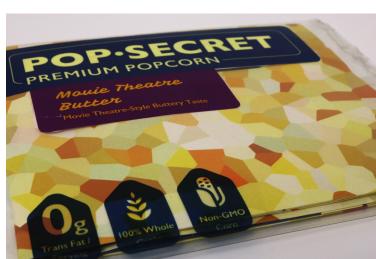






















For my final package, I created 3 iterations of existing Pop-Secret popcorn flavors. In my first iteration, I used Mod Podge to glue both the paper bag and the plastic wrapper. I found that the Mod Podge glue was ineffective for the plastic wrapper, so in my final product I glued them with hot glue.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

