

Quarter 7

The Art Institute of Cincinnati

Week 6/7

Package Design

Product Design

Project 3.1

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Objective:

Introduces the student to addressing researched tastes and aspirations of the consumer. Shape, material and mechanics become one with the graphics to compete for attention, identify the product and sell its qualities.

Lecture Outline:

Research
Brand Positioning
Material Integrity
Point of Sale

“We now live in a world without borders. The whole planet is the marketplace and in order to be visible products are distributed on the widest possible scale. This means that the packaging role will become more and more vital, as one of the key communication tools; the objective being to sell the same product all over the world with the same pack, taking into consideration languages, mentalities, cultures and legislative variables.

The ideal brand personality must be in perfect alignment with product characteristics and market expectations. In other words, the product image through the packaging visual structure must express the uniqueness of the brand personality versus its main competitors

There will be less and less room for “me too” products without anything specific to offer the target group”

(Julien Behaeghel, ICO Bureau Belgium)

Week 6/7

Assignment:

Design packages for the Chilean Wine Brand: Curicé 2001 Vintage Table Wines.

Chilean wines are rapidly filling up the supermarket shelves in the wake of the Aussie wines that have recently moved to a higher price bracket. At the top end, more ambitious Chilean producers have tried to compete in the fine wine market by making aspiring, high-end wines, but while these display stunning fruit intensity they seem to lack some of the complexity of the established old-world classics.

The key wine regions include Maipo, Rapel, Curicó, Maule and trendy cool-climate Casablanca.

Region: Curicó

The warm days and cool nights make Curicó, a region sandwiched between the Rapel and Maule regions in the central valley of Chile, ideal white wine territory. The best wines from this region are the crisp, fruit-filled Sauvignons and Chardonnays.

Type: Table Wines:

Vintage Varietals:

Cabernet Sauvignon
Chardonnay

Market: The western world. 25 years old and up.
Food Lovers
People not afraid to experiment

Contents: 750 ml

Alcoholic Content: 12% by Volume

Price point: \$21.95 to \$26.95

Include all Legal Requirements / UPC code / etc.



DEPARTMENT OF THE TREASURY BUREAU OF ALCOHOL, TOBACCO & FIREARMS

The Bureau of Alcohol, Tobacco and Firearms (ATF) is a multi-mission Treasury bureau responsible for carrying out compliance and law enforcement duties in alcohol, tobacco, firearms and explosives. As part of its alcohol responsibilities, ATF regulates labeling, marking, packaging and branding of all distilled spirits, wine and beer sold in the United States.

BRAND

The brand name is a name used by the bottler to identify the product. Any brand name is acceptable if it does not mislead the consumer.

VINTAGE DATE

A vintage date on the label indicates that 95 percent or more of the wine is produced from grapes grown in that year. If a vintage date is shown on the label, an appellation of origin, smaller than a country, must also be shown.

APPELLATION OF ORIGIN

Appellation of origin is simply another name for the place in which the dominant grapes used in the wine are grown. It can be the name of a country, state, county or geographic region called a viticultural area. A country, state or county appellation on the label means that at least 75 percent of the wine is produced from grapes grown in the place named.

VITICULTURAL AREA

A U.S. viticultural area is a defined grape-growing region with soil, climate, history and geographic features which set it apart from the surrounding areas.

A viticultural area appellation on the label indicates that 85 percent or more of the wine is produced from grapes grown in the particular area.

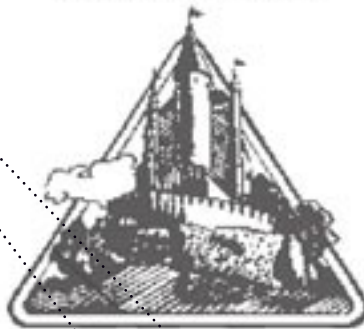
VARIETAL DESIGNATIONS

Varietal designations are the names of the dominant grapes used in the wine. Cabernet Sauvignon, Chardonnay, Zinfandel, and Merlot are examples of grape varieties. A varietal designation on the label requires an appellation of origin and means that at least 75 percent of the grapes used to make the wine are that variety. (Except "Vitis labrusca" grapes such as Concord which require 51%).

NET CONTENTS

The net contents of wine is stated in the metric system of measure and is the amount of product in the container.

XYZ VINEYARDS



1994

ABC VALLEY

CABERNET SAUVIGNON

Produced and Bottled by
XYZ Winery, City, State
Alcohol 12% By Volume

Estate Bottled

Product of (name of country)
Contains Sulfites

750 ml

OTHER DESIGNATIONS

Wine labels are not required to bear a varietal designation. Other designations may be used to identify the wine. Examples are Red Wine, White Wine, Table Wine. Designations such as Chablis, Chianti, or Burgundy include wines similar to those originally made in the geographic regions indicated by those names but now produced elsewhere. Such wines must include an appellation of origin to indicate the true place of origin. For example, "California Burgundy." Some wines are designated with distinctive names which is permissible only on specific wines from a particular place or region within the country of origin, for example, Asti Spumanti from Italy and Bordeaux from France.

ESTATE BOTTLED

"Estate Bottled" means that 100 percent of the wine came from grapes grown on land owned or controlled by the winery, which must be located in a viticultural area. The winery must crush and ferment the grapes, finish, age, process and bottle the wine on their premises.

NAME AND ADDRESS

The name or trade name and address(es) of the bottler or importer must appear on the label. Domestic wines will state "Bottled By:" followed by the name and address of the bottler. Imported wines will state "Imported By:" followed by the name and address of the importer.

ALCOHOL CONTENT

A statement of alcohol content in percent by volume appears on most labels. As an alternative some bottlers prefer to label wine with an alcohol content between 7 and 14 percent as "Table Wine" or "Light Wine."

COUNTRY OF ORIGIN

A country of origin statement is required on all imported wines. For example, "Product of (insert name of country)".

DECLARATION OF SULFITES

Required on any wine intended for interstate commerce that contains 10 or more parts per million (ppm) sulfur dioxide. Not required for wines only sold in intrastate commerce.

HEALTH WARNING STATEMENT

Required on all alcoholic beverages containing .5% or more alcohol by volume. "GOVERNMENT WARNING" must appear in capital letters and bold type. The remainder of the statement may not appear in bold type. The statement reads as follows:

GOVERNMENT WARNING:

- (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects.
- (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

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Lecture(s) / Procedure:

Monday

Introduction

Cultural Research

Internet

Market Research

On Site

Wednesday

Written Statement
Thumbnail Review

Friday

Interim Critique
Introduction Project 3.2

Friday

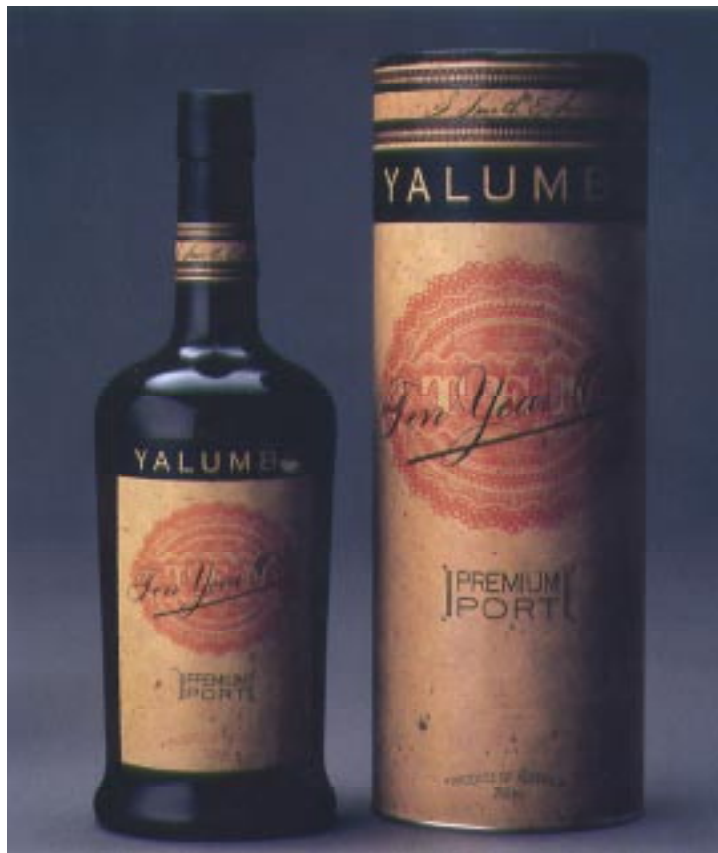
Final Critique

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Break with Category Norm / Care through Detail



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Detail / Craft / Care / Hand Made



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Multiple Materials



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Knowledge / Craft / Copy Story



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No nonsense / Not Premium



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Structure / Material Important to Brand Identity/Personality



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Break with Category Norms
Maintain Category Cues



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Structure as Brand



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