

Quarter 7

The Art Institute of Cincinnati

Week 8

Point of Purchase

Product Design

Project 3.2

Point of Purchase

Week 8

Objective:

Further the student's consideration of design and the retail environment to control and further emphasize consumer confidence in the brand and develop a desire driven relationship with the product.

Lecture Outline:

Brand Positioning
Merchandising
Point of Sale
Material Integrity

“With the proliferation of products and the reduction of store clerks point of purchase merchandising can supplement package design by further communicating the product’s value and benefit.

Drug products originated the use of the shipping carton for promotional purposes. The shipper serves as a display of multiple units, and promotes the product on its opened top panel or backcard.”

(Robert G Neubauer, “Packaging, the Contemporary Media”)

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Assignment:

Develop a Marketing Strategy and Design an “End Aisle” Merchandising Unit for marketing your wine products as a “Table Wine Pair”

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Lecture(s) / Procedure:

Monday

Introduction

Wednesday

Interim Critique

Friday

Final Critique

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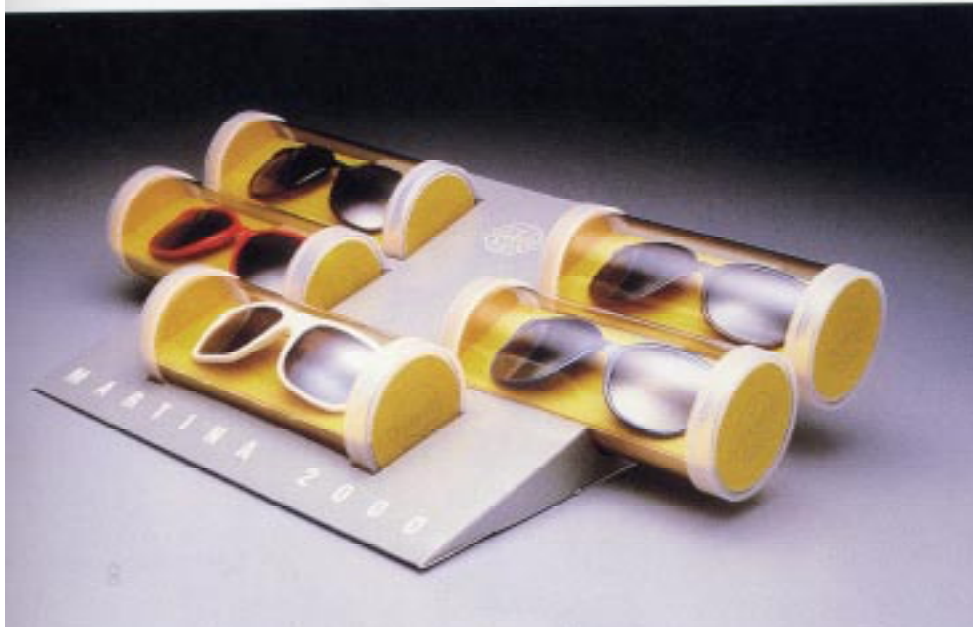
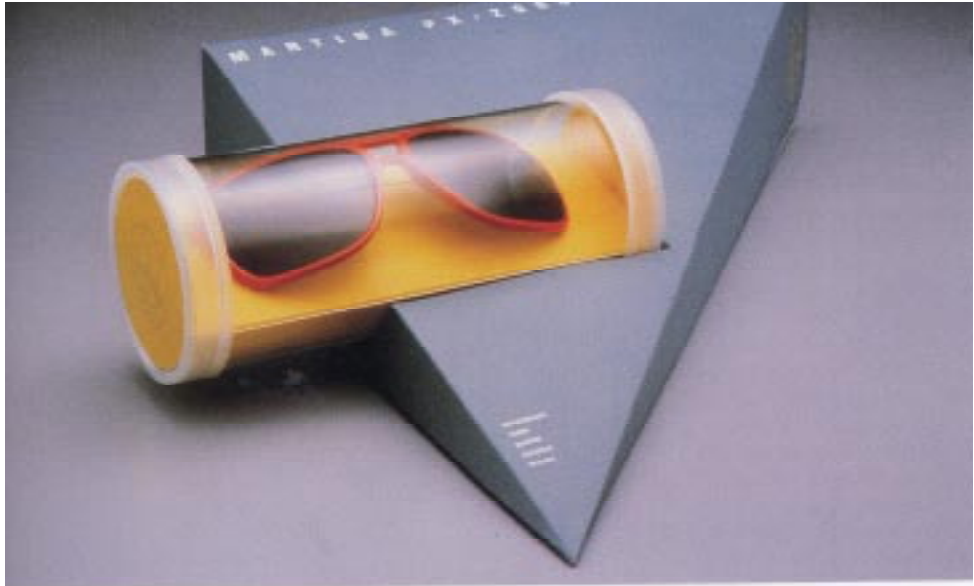
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