

NEWMAN'S OWN SOUP

This was a sponsored studio by Owens Illinois. OI was interested in pushing the limits of glass manufacturing and finding areas that weren't being explored. The target market they were interested in was 18 to 25 year old.

Teams of four were formed to design a product as well as to conduct research to get us there. All research was shared throughout the studio and we had direct conversation with OI about concept development and research.



UNDERSTAND HOW GLASS IS PERCEIVED

Through research we established specific criteria to help guide our concepts.

APPROPRIATE

Some products are not either practical or best suited in glass packaging. One example is ketchup in a glass bottle was viewed negatively in our target market.

HONEST

The packaging should not stand out because of a gimmick or have unnecessary parts.

BRAND TRUST

Design for well known brands that have a large following. Increases chance of buyer trying a new purchase.

SECOND LIFE

Most people interviewed favored using or did use glass packaging for a second use, such as storage, vases and drink ware.

UNIQUE

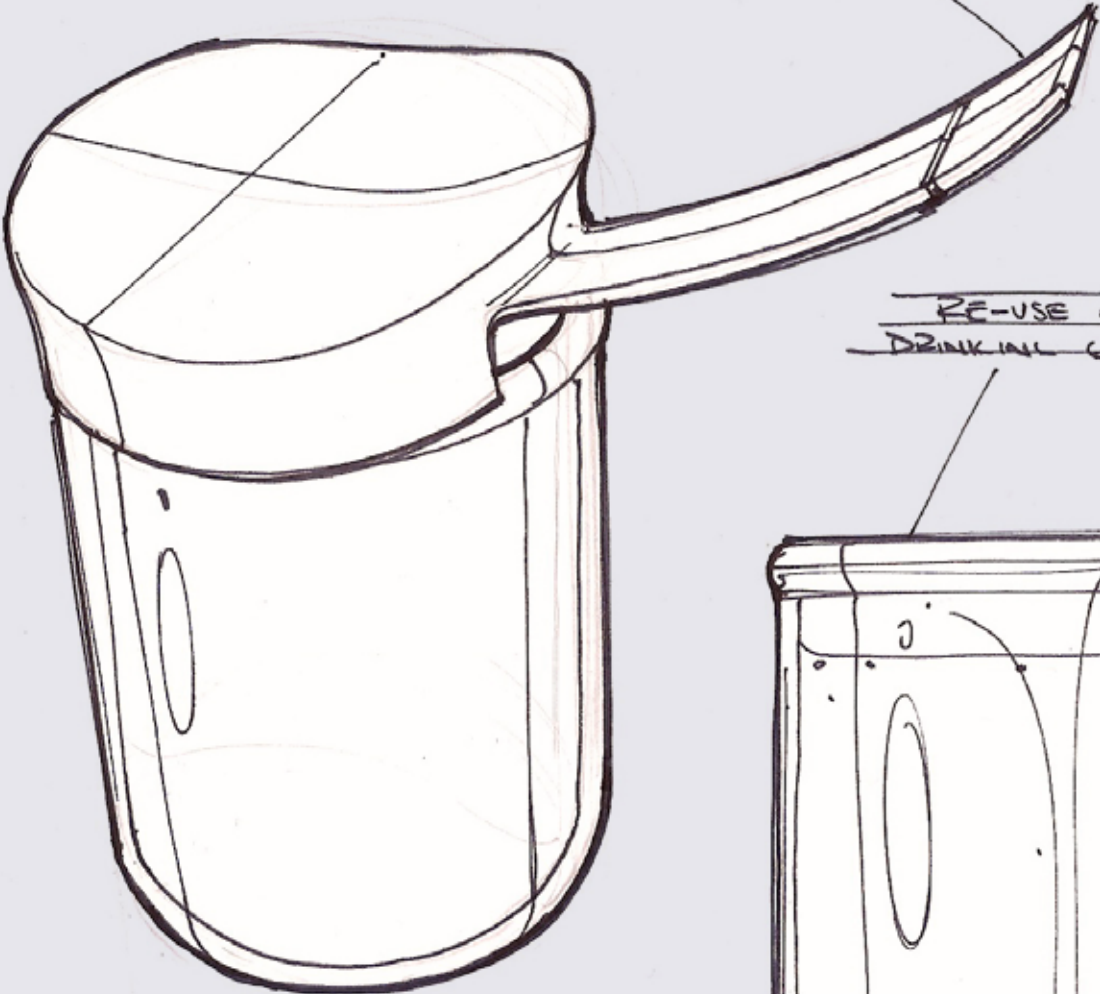
The product needed to stand out on the shelf and create user interest.



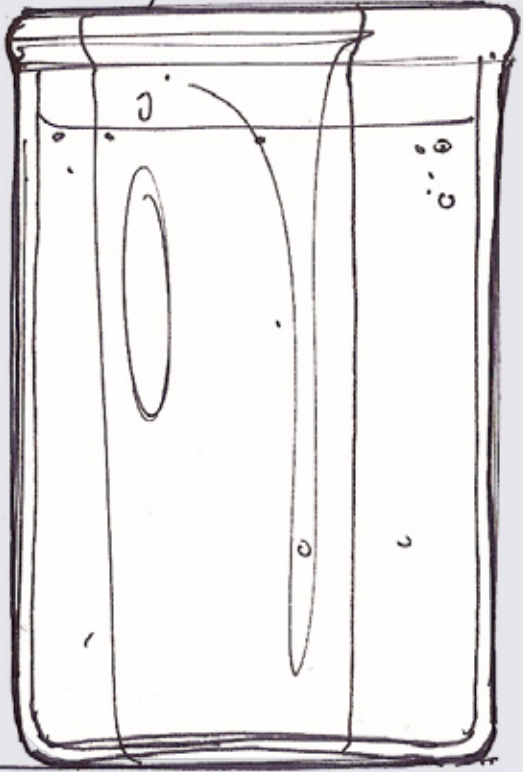
Research

A soup that was mid level price but was viewed as high quality was the goal. We believed there was much to be desired with current soup packaging.

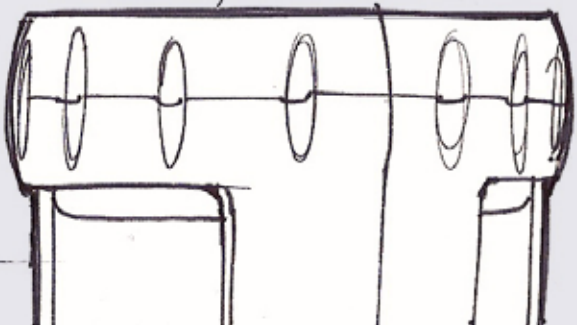
PEEL BACK LABEL TAB
TO OPEN



RE-USE AS
DRINKING GLASS



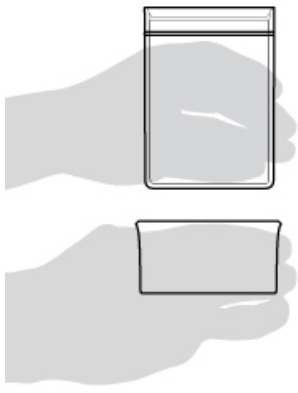
DIFFERENT LIDS
FOR DIFF CLIENTS



Amis
2.15.10.

Concept

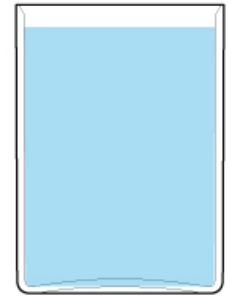
A glass container allows the user to view the contents before purchase and also has a second life as a drinking glass. An easily removable top can also serve as a coaster.



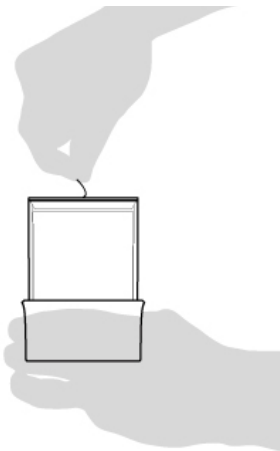
1 Place lid on bottom.



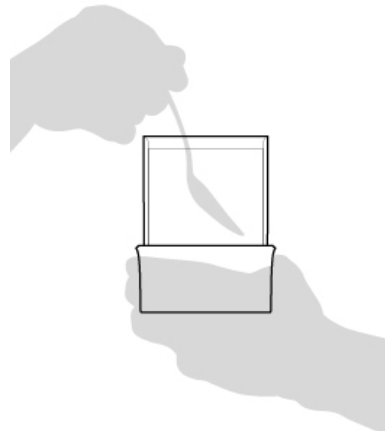
3 Remove lid after heating.



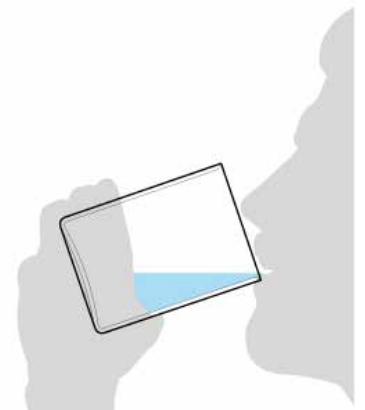
5 Fill glass with water.



2 Lift foil tab.



4 Eat.



6 Drink.



Before, During, After

The container is fitted with a molded paper sleeve which flips to act as a holder. A vacuum sealed plastic lid serves as a protective barrier. A small foil tab is pulled back to break the seal and lift the lid. Once finished eating the soup, the glass is left with no threads or marks and can be used as a drinking glass.



In Use / In Microwave / On Shelf

I can see you.



**NEWMAN'S
OWN**

With Newman's Own Hearty Soup you can see the quality ingredients in each recipe while it's still on the store shelf