

**PACKAGING DESIGN**

**ADV 2412/D205**

**FALL, 2013**

**Joseph Cameron**

# TABLE OF CONTENTS

<i>I) PRODUCT OBJECTIVE.....</i>	<i>4</i>
<i>II) RESEARCH .....</i>	<i>6</i>
<i>III) ROUGHS &amp; PRELIMINARY .....</i>	<i>10</i>
<i>IV) LOGO VARIATIONS W/ FINAL.....</i>	<i>16</i>
<i>V) MECHANICS &amp; COMPLETED MOCK UP .....</i>	<i>18</i>
<i>VI) EXTENSIONS .....</i>	<i>24</i>
<i>VII) COLOR ANALYSIS.....</i>	<i>26</i>

# PRODUCT OBJECTIVE

## KINETIC SPORTS NUTRITION BARS

### THE PRODUCT.

The KINETIC SPORTS NUTRITION BAR is the exclusive sports bar that meets the nutritional needs of those who are active, competitive, or simply want to live healthier and stronger. KINETIC SPORTS NUTRITION BARS are not necessarily used for “meal replacement” use as other

sports bars are advertised as, but our bars are great for on the go protein and vitamins that assist an active lifestyle, whether in sports, at the gym, or outdoor activities.

### INTENT OF PRODUCT.

Sports nutrition bars was chosen for Packaging Design 1, simply, because I myself consume protein bars, use the gym, and study health on my own time, so it is definitely a product chosen out of interest.

The KINETIC SPORTS NUTRITION BAR packaging is designed to appeal and compete within the market of sports nutrition supplements which often contain large amounts of protein. Emphasis on color and bold characters (typefaces) are used to grab the attention of the consumer who is often on the go, and extremely

active; this consumer will need his or her information about the product presented in a way that is clear and easy to read. The display was to consist of a sample of everything the product would have to offer including a variation of flavors (all natural) and extensions of KINETIC SPORTS NUTRITION which includes a multivitamin and the powder formula version of KINETIC SPORTS NUTRITION in a 2.5 oz jug.



# RESEARCH

## CLIENT NEEDS

### DEMOGRAPHICS

The sports bar consumer are looking for a protein bar that are carb conscious (low in sugar in particular) and are still reasonably generous in protein and other nutrients (despite this enquirey, in order to meet the deadline for the packaging design display, this was unfortunetly compromised in the final product.) The bar would not be recommended for people who are on a "diet." The bar would consist of essential vitamins for energy and a source for protein

### TARGET AUDIENCE

The target audience (which consists of the athlete, the weight lifter, gymnast, trainer, etc) are consious about their nutrition and health: they count the grams of protein intake daly, and are constantly looking for convenience in their source of protein and energy consumption. Of course, the bar would have to taste very good (like natural ingredients, possibly organic) and should

when your body would need it. KINETIC bars would be specifically made for the sports bar consumer who needs a quick shot of protein and nutrients. The KINETIC bar would work well as a junk food replacement, and are commonly used as a convenient source of protein, before or after a workout session is sustained.

come in a variety of flavors. Additional information about this group is that they are looking for more ways to save money while eating healthy, so more people from this specific target audience are inclined to grocery shop. The bar should be presented as something natural, non-heavily processed, and an inexpensive source of nutrition which would be sold commercially in many grocery stores, not just available in health food shops.



### Peanut Butter

**A FULL 30 GRAMS OF PROTEIN**

Nutrition Facts	
Serving Size: 1 bar (3oz. /85g)	
Servings Per Container: 12	
Amount Per Serving	
<b>Calories</b> 390	Calories from Fat 180
% Daily Value*	
<b>Total Fat</b> 19g	<b>30%</b>
Saturated Fat 9g	<b>46%</b>
Trans Fat 0g	
<b>Cholesterol</b> 15mg	<b>4%</b>
<b>Sodium</b> 200mg	<b>8%</b>
<b>Total Carbohydrate</b> 18g	<b>6%</b>
Dietary Fiber 2g	<b>8%</b>
Sugars 5g	
Sugar Alcohol 6g	
<b>Protein</b> 30g	<b>60%</b>
Vitamin A 0% • Vitamin C 0%	
Calcium 10% • Iron 25%	
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	
Calories: 2,000 2,500	
Total Fat	Less than 65g 80g
Saturated Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

# RESEARCH (CONT'D)

## THE COMPETITORS

### *POWERBAR*

One of the first, energy/health bar companies to come on the scene (POWERBAR ignited the food bar market from the mid 1980s into the 1990s.)

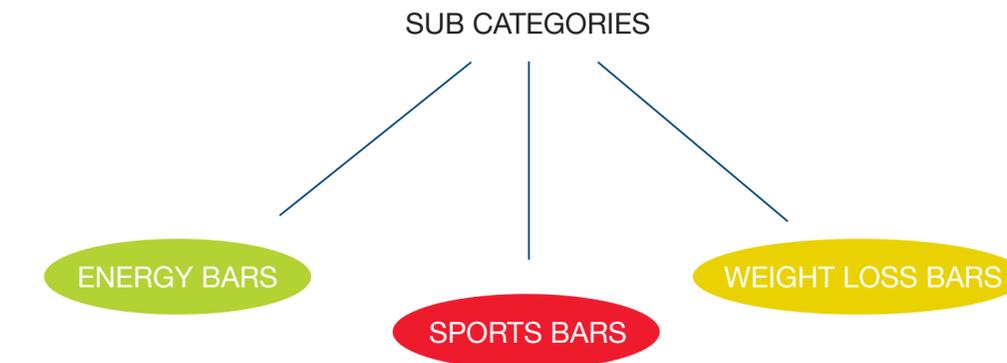
### *MET-RX*

Currently, the leading in the industry of the energy and health bar market, but more specifically, sports bars. MET-RX is very influential in the bodybuilding industry.

### *OTHER BRANDS*

Other companies in the market of health food bars in no particular order: Balance Bar, Clif Bar, Luna, Muscle Tech, etc.

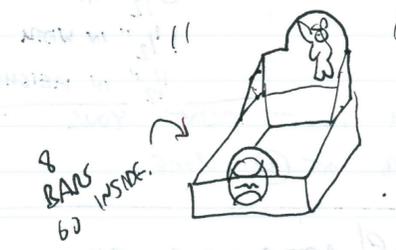
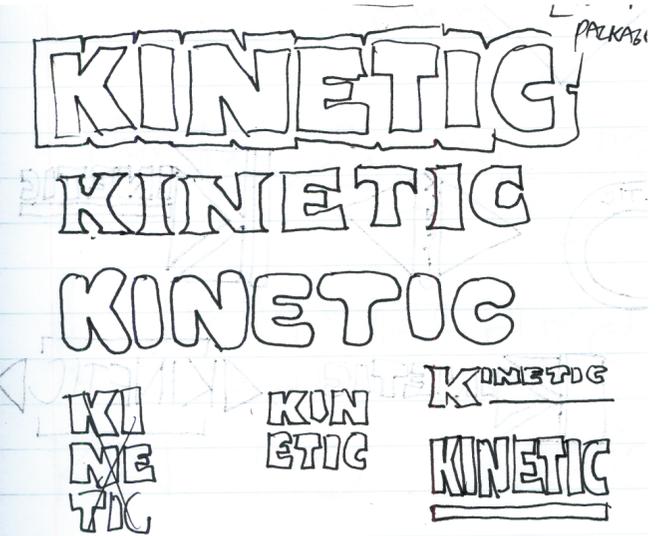
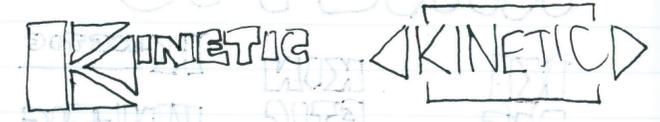
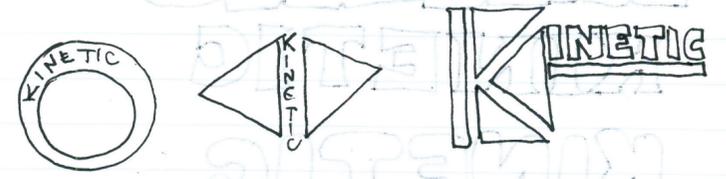
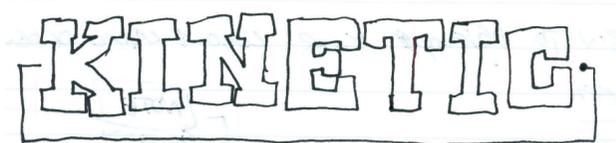
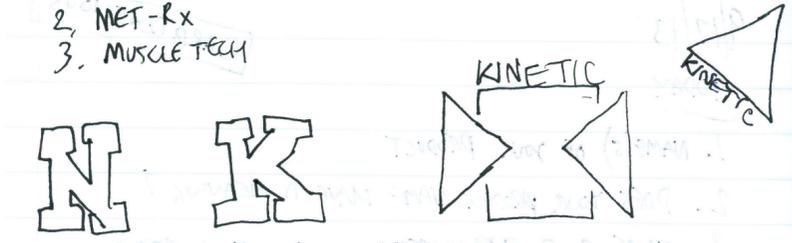
### THE FOOD BAR MARKET

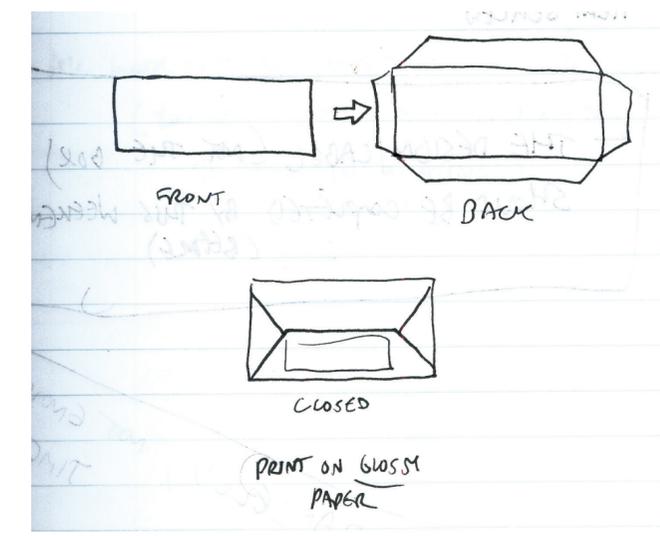
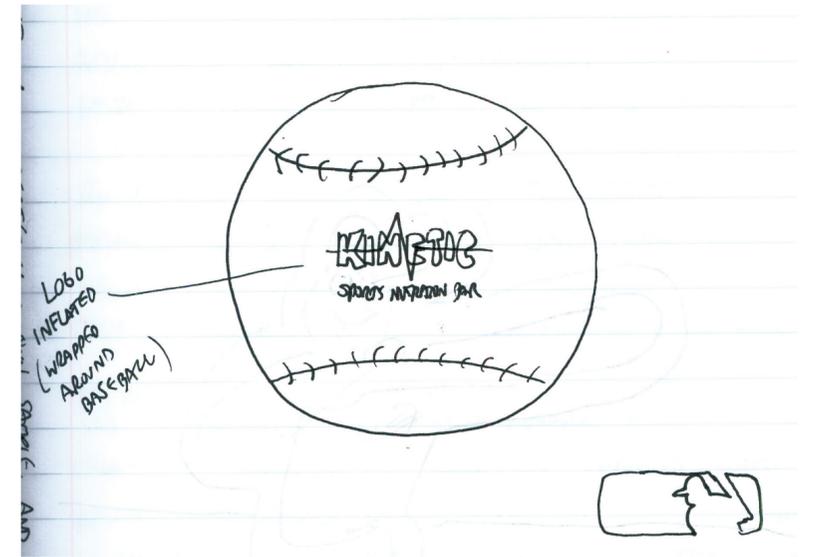
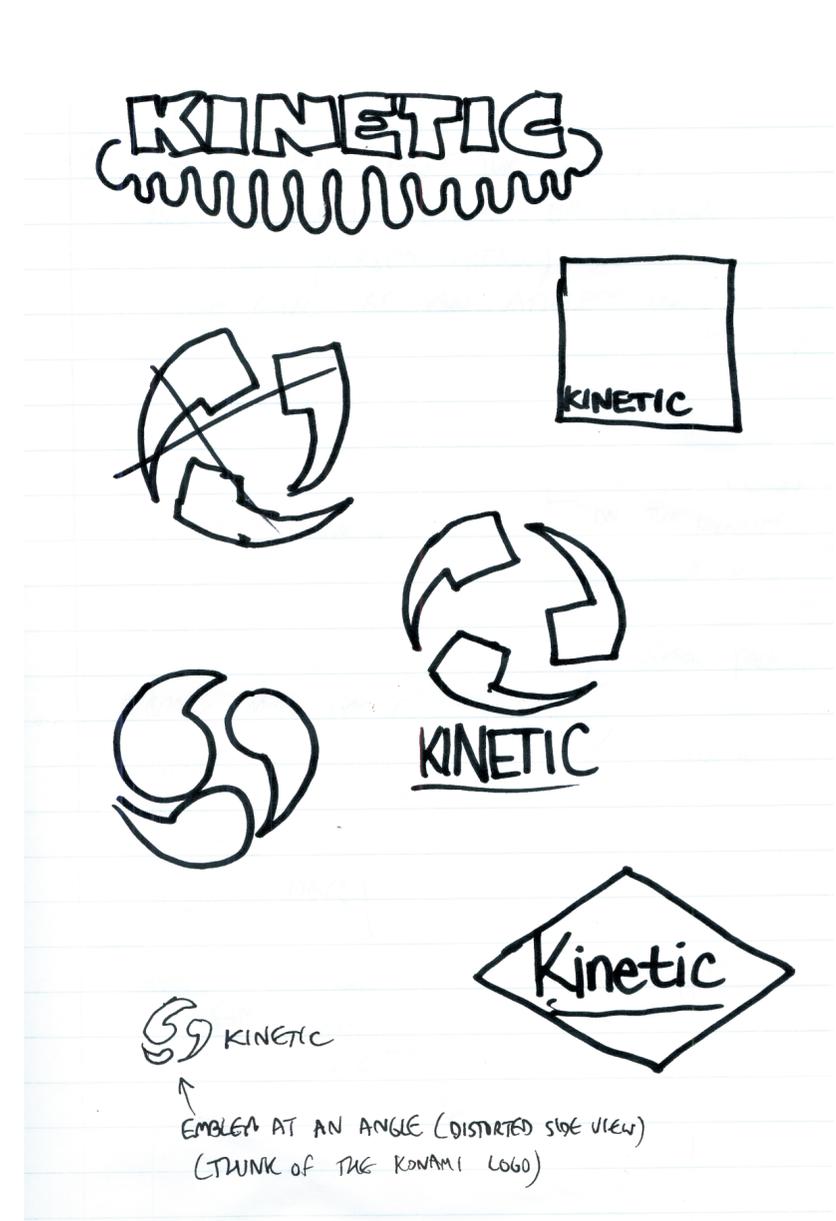
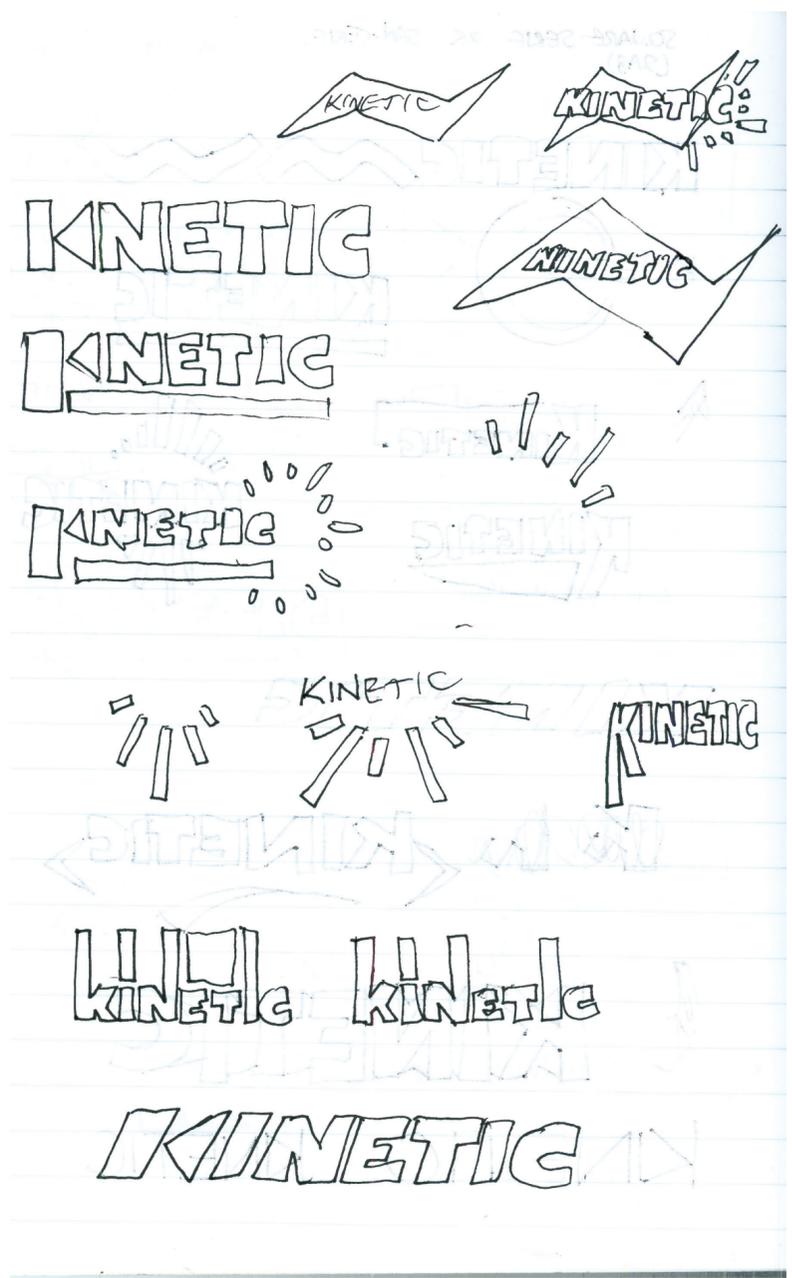


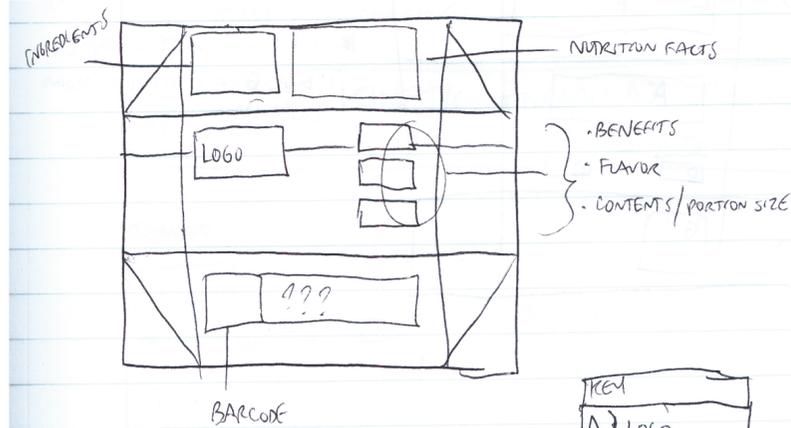
# ROUGHS & PRELIMINARY

- Logo development (scratch thumbnails)
- Package design roughs (w/ mechanical)

TOP 3 COMPETITORS:  
 1. POWER BAR  
 2. MET-Rx  
 3. MUSCLE TECH

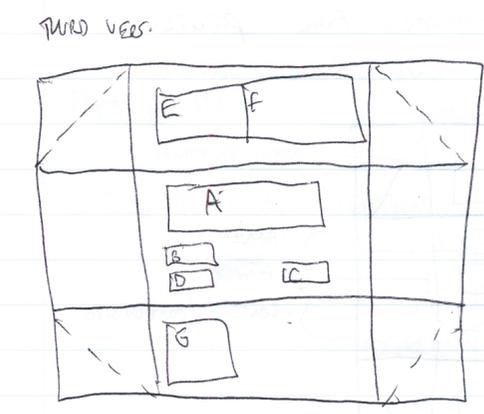
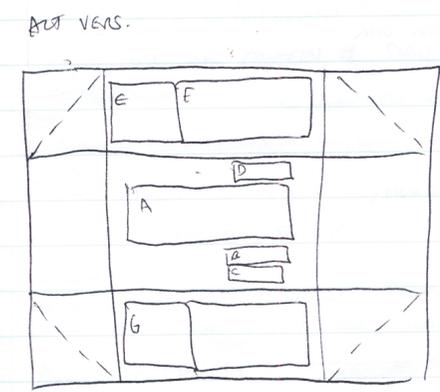






- BENEFITS
- FLAVOR
- CONTENTS / PORTION SIZE

- KEY
- A) LOGO
  - B) FLAVOR
  - C) CONTENT
  - D) BENEFIT
  - E) INGREDIENTS
  - F) N. FACTS
  - G) BARCODE



DEFAULT (ORIGINAL BAR C)

- METALLIC GREY WRAP
- BLUE BAND (STRETCHES LOWER HALF OF BAR)

EXTENSION BRAINSTORM =

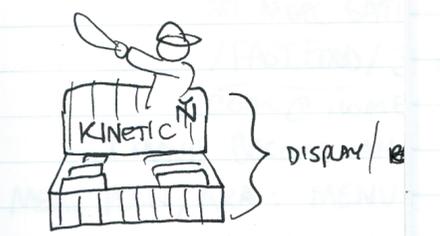
- KINETIC S. NUTRITION BAR
- KINETIC BAR STANDARD

KINETIC RATIONAL DRINK.  
(SAME INGREDIENTS, BUT IN LIQUID FORMULA, DIFFERENT AMOUNT IN BOTTLES, MAY VARY IN OTHER FLAVORS.)

### AD BRAINSTORM ' (KINETIC)

- DEREK JETER OF THE YANKEES TO BE THE FACE OF THE LINE

[THERE WILL BE ONLY ONE / SIDEBOARD TO GO WITH THE

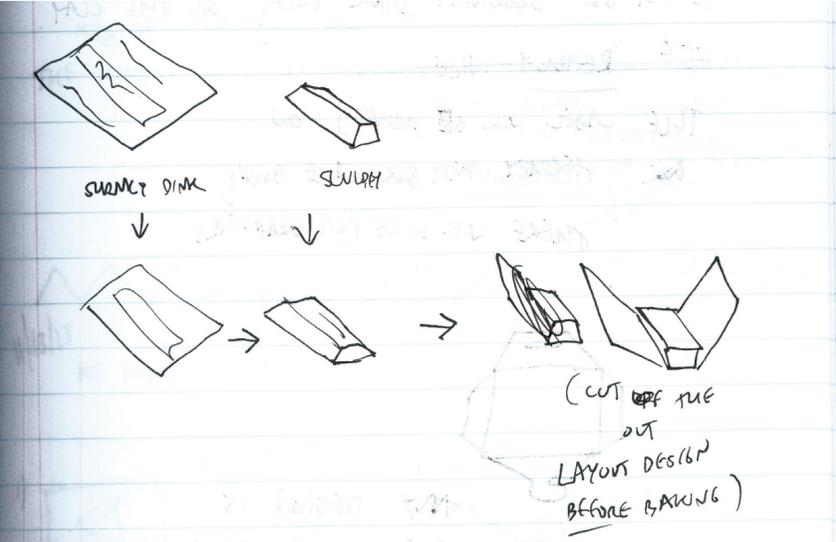


- BOX WILL HAVE THE ~~NAVY~~ DESIGN, AND A FOLD OUT-S OF DEREK JETER, AND AS ON THE SIDE. NEW YORK Y (NOT ON THE BARS) HOW PACKAGING WILL FEATURE

← LOGO STICKING OUT OF ~~PACKAGE~~ BOX CONTAINING 12-16 BARS.



- THE PIN STRIPES WILL



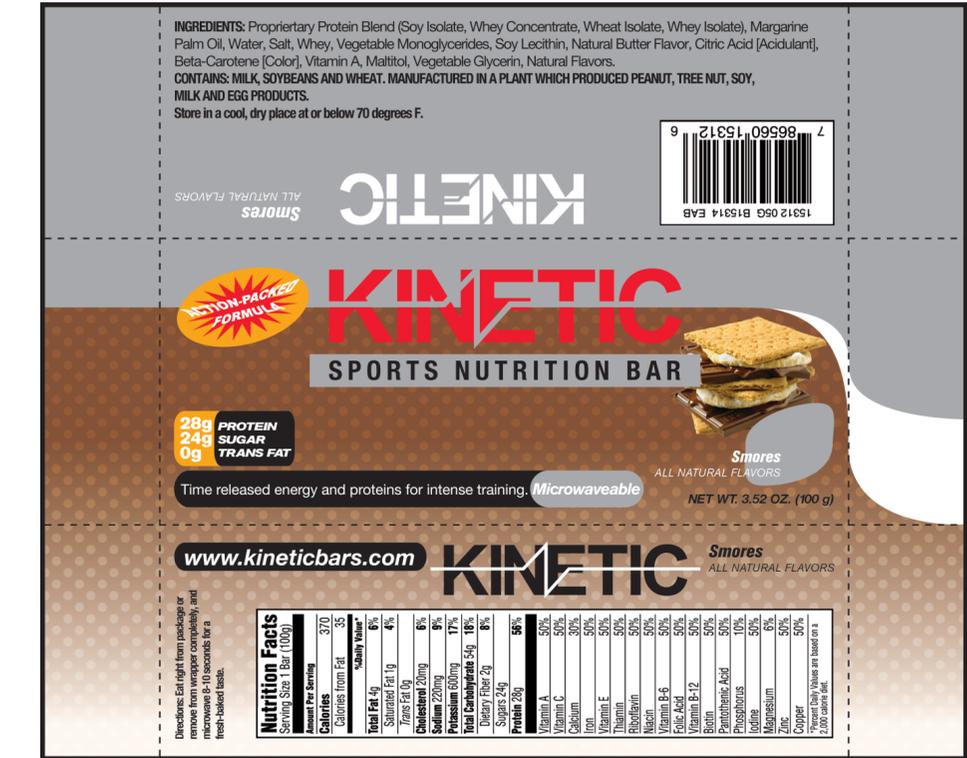
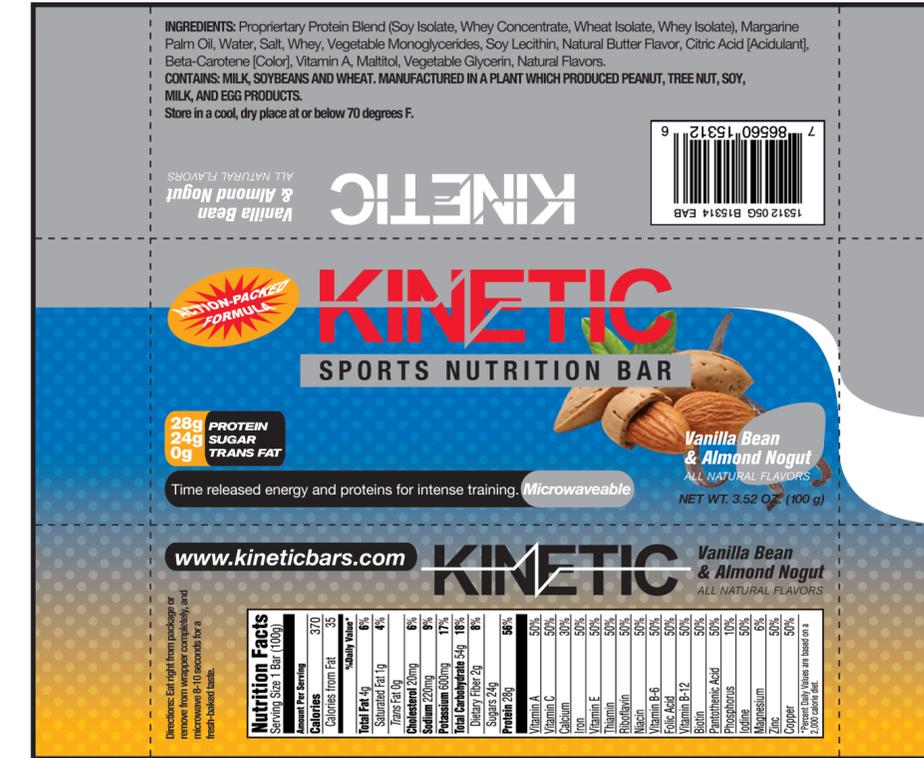
- 1) TAKE PLAIN COPY PAPER. (IT HELPS IF THERE IS AN IMAGE ON IT.)
  - 2) CARVED A ROLL OF PLAY-DOH INTO THE SHAPE OF THE BAR.
  - 3) PLACED THE PLAY DOH IN THE CENTER OF THE PAPER, AND CREATED CREASES ON BOTH SIDES WHERE THE DOUGH LIES.
  - 4) CREATED 2 MORE ADDITIONAL CREASES VERTICALLY, LEAVING SOME SPACE
  - 5) THEN I TAKE AN X-ACTO BLADE AND CUT HORIZONTALLY BUT LEAVE ENOUGH ROOM SO THE BOTH SIDES OF THE COPY PAPER WILL MEET & BE DRY MOUNTED (WHILE WRAPPING THE BAR CORRECTLY).
- CREATED 2 MORE ADDITIONAL CREASES VERTICALLY, LEAVING SOME SPACE
- ON THE OPPOSITE SIDES OF THE BAR. THESE SIDES EXTENDED SIDES WILL BE CEMENTED WITH DRY MOUNT ONLY FOLDED OVER. (THERE WILL BE AN ADDITIONAL CREASE ON THE FLAPS.)

# LOGO VARIATIONS W/ FINAL



# MECHANICS & COMPLETED MOCK UP

- Final package design
- Final display box design
- All mechanicals





**Yankees**

**ACTION-PACKED FORMULA**

**KINETIC**  
SPORTS NUTRITION BAR

**28g PROTEIN**  
**24g SUGAR**  
**0g TRANS FAT**

Contains high dose of protein & other daily nutrients.  
Time released energy and protein for intense training.  
Assortment pack comes with 8 different flavor variations.

**ATHLETE APPROVED**  
**DEREK JETER**  
**NY YANKEES**

**MAJOR LEAGUE BASEBALL**

[www.kineticbars.com](http://www.kineticbars.com)

**KINETIC**  
SPORTS NUTRITION BAR

**ACTION-PACKED FORMULA**

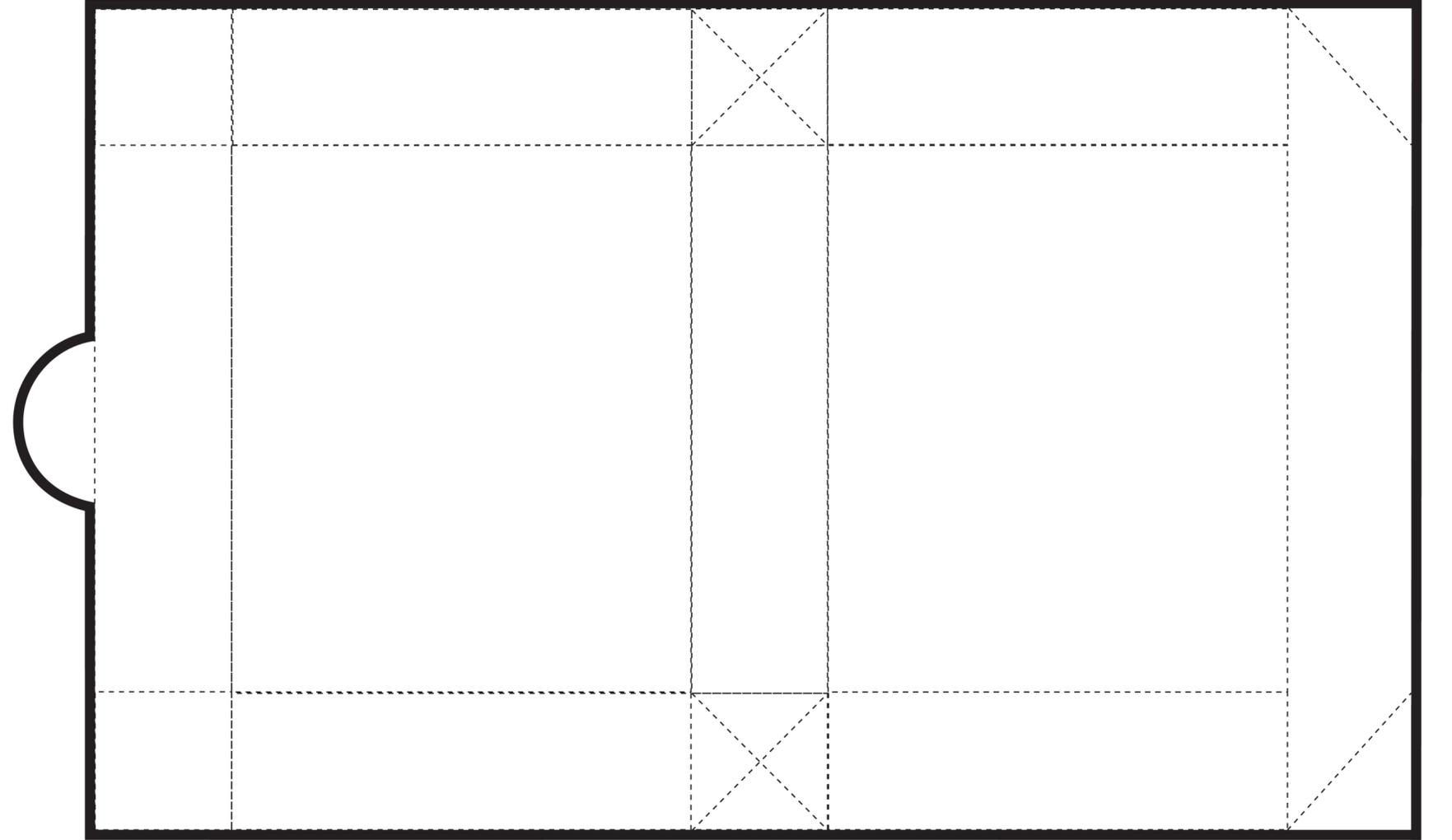
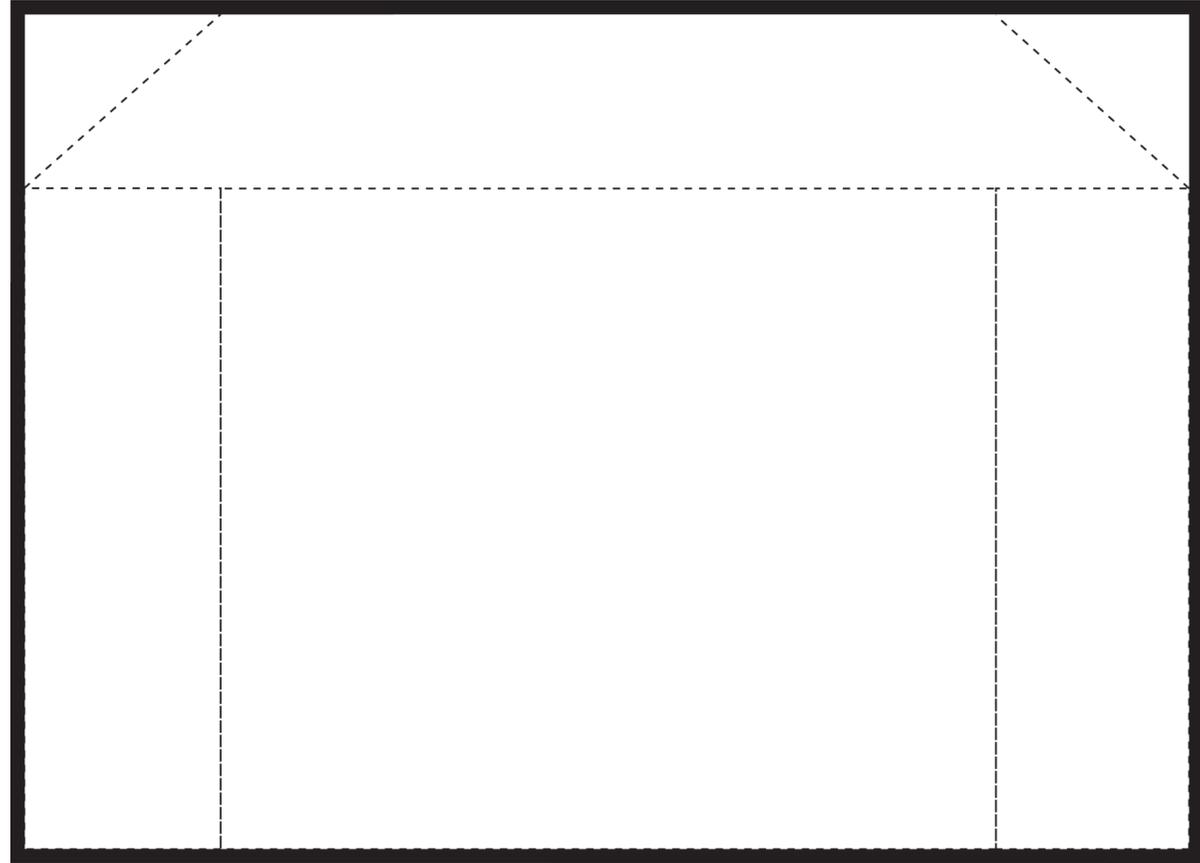
**28g PROTEIN**  
**24g SUGAR**  
**0g TRANS FAT**

Contains high dose of protein & other daily nutrients.  
Time released energy and protein for intense training.  
Assortment pack comes with 8 different flavor variations.

[www.kineticbars.com](http://www.kineticbars.com)

Vanilla Bean & Almond Nogut  
Mocha & Cream  
White Chocolate & Macadamia Nut  
Chocolate Fudge Brownie  
Cookies & Cream  
Peanut Butter & Chocolate Chip  
S'mores  
Cinnamon & Glazed Pecan

15312 050 B10314 E40  
7 86560 15312 6





# COLOR ANALYSIS

## THE SWATCH PALETTE

### THE CORE COLOR SET

UNCOATED



COATED



OTHER COLORS



These swatches were selected based on color theory and principle. Colors such as red and off-black or metallic was selected for boldness and the importance of the product, while secondary

colors like orange and green was used for deep contrast within the subject. Blue was used for theme continuity. All selections of color are intended to grab the eye of the consumer.

