

Design brief

Business name: Prairie Farms Dairy

Project Name: Small Juice Pouch Branding and Packaging

Overview: Prairie Farms Dairy is comprised of more than 800 farm families throughout the Midwest. Since 1938, they have been producing high quality products and providing fresh, safe and nutritious milk, along with a variety of other dairy and non-dairy food products. Based in Edwardsville, IL, the company retails their products in the Midwest and is concerned about family health through quality nutritional products, as well as the local community programs, animal care and health, food safety and the utilization of current technologies to meet their goals of quality milk and happy cows.

Key objectives: Market existing Prairie Farms fruit drink products to elementary school age children.

Tactic: Create a new brand name and logo as part of a developing marketing campaign to promote the existing products to school age children as a snack item, as well as a drink to be included in lunch boxes. The drinks product will be packaged in plastic “Mini-Sip” pouches. The pouches will be pierced by the included straw for consumption. This packaging will be marketed as a convenient alternative to bulky boxes and bottles. The pouches will be sold on a six-pack package and a container that will serve a point-of-purchase marketing tool.

The marketing for the product brand must provide a unique position within the juice pouch market category and should appeal to the target audience. The client feels that the brand should convey a fun and refreshing feeling that promotes health for the consumer and the environment.

Target audience:

- Primary: Children aged 4–12, all genders and ethnicities from middle income families in the Midwest region
- Secondary: Mothers and fathers of the children

Budget: Budget is not a consideration for this project. All concepts will be considered, and final determination of budget will be based on concepts.

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Format: The container for the six pouches must be practical in containing the product with safety in mind. Another consideration is the shelf space that the container occupies, including width, height and depth. Each pouch measures approximately 4" x 4" x 1.25". The container must include:

- The new product logo as a primary brand
- The Prairie Farms logo as a secondary brand
- The name of the drink flavor that is obvious and legible
- The product size: 48 FL. OZ. (SIX – 8 OZ. Pouches) 1.429 L
- All nutrition facts and ingredients for each product provided on the client website
- UPC code
- Recycle LDPF #4 logo

The client would like to see comprehensive layouts of three of their fruit flavored drinks. These layouts must include all sides or panels that include graphics. At least one complete mock-up must be provided. As part of the presentation.

The client has also suggested that simple one- to four-color solid color graphics may be printed on the pouches. Comp layouts of these graphics should also be included in the presentation. A layout that shows the three different packages together on a retail shelf must also be included.

Measures of success:

- A comprehensive and effective plan for branding of the new product must be submitted and evaluated. An "Excellent" or "Good" level in at least two of these three rubric categories: *Effective Written Branding Plan*, *Design Position in Marketplace*, and *Design Communication to Target Audience*. A minimum success standard of acceptable in all three of these rubric categories.
- Positive reactions from to test target audiences.
- The brand and packaging successfully and effectively communicate a fun and refreshing feeling that is unique within the fruit drink pouch market, along with making it obvious what the product is and how it used.
- The packaging makes it obvious what flavor the package contains and is obviously different from the other flavors.

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- The packaging is successful in safely and securely contains the six pouches
- The final and most important measure of success for the design will be that the design is deemed of high enough quality for inclusion of the design in the student's portfolio.

Due dates/schedule for completion:

Strategic Plan

By end of class – Nov. 21

Strategic Plan:

50 points

Thumbnails or Computer Roughs:

By end of class – Nov. 26

Comprehensive First Drafts:

By end of class – Dec. 5

Final PDFs / Mock-up:

Due by Noon, Dec. 9

PDF: 100 points,

Mock-up: 50 points

Presentations:

Dec. 10 – 8:30 – 9:45

Presentation: 45

points

Resources:

<https://www.prairiefarms.com>