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March 16, 2015

Preliminary Analysis

Design Brief

Overall Objective

To introduce Jupiter™ into the arts and crafts supplies industry, marketing towards young children.

Brand Identity

Jupiter™ is named after the planet Jupiter in relation to its astrological sign characteristics of being the planet that brings expansion, abundance and growth in people's lives. It inspires and guides people to reaching self-fulfillment and happiness. By engaging in life with open curiosity, people's worlds will become ever so larger. Jupiter is associated to personal growth—an essential aspect to a child's learning and self-exploration phase. With a paper and drawing utensil, everyone starts off life as young creatives. Some document their lives, some tell stories, some draw because they love to, and some draw who they want to become. Let children explore and grow through the arts and crafts. Let Jupiter™'s whimsical products do just that.

Brand Character

The brand character is whimsical and imaginative with an adventurous and creative spirit.

Advertising Main Message

Jupiter™ creates child-friendly, sustainable products that are fun and whimsical, yet enables children to explore their creativity without harming the environment so that both children and Earth can continue growing together.

Brand Positioning

Jupiter™ is a fun and whimsical brand that is marketed towards creative youngsters with their ecological 'fingerprints' in mind. Although new to the children's arts and crafts supplies market, Jupiter's product quality cannot be contested against other leading premium brands.

The Consumer

The primary end user and target consumer are children aged 4-12 years old with specific items for particular subgroups (age groups 4-6; 7-9; and 10-12). The secondary end user and home purchaser are generally mothers and occasionally relatives that find Jupiter™ products beneficial and excellent in attributing to a child's growth and educational learning experience in comparison to gifted toys.

Consumers do not belong strictly to any one family income group as it is a brand that is affordable. However, specific products geared towards children aged 10-12 will be of a higher quality to aid the growth of these budding artists, and thus price points will reflect that. Purchase frequency is estimated to be once per year or less.

Purchased on impulse by consumers who have visited Toy departments of stores in search of gifts. Also, purchased with quality in mind by consumers in the Kids department of specialized arts and crafts stores like Michaels and De Serres.

Product Support

- scissors
- markers, pencil crayons
- kit boxes
- rulers

Design Brief

Overall Objective

To introduce Jupiter™ into the arts and crafts supplies industry, marketing towards young children.

Advertising and Promotional Support

Jupiter is a new brand of arts and crafts supplies that is being launched July 2015 with its first Back-to-School campaign. There is no existing advertising or consumer promotion support at all this point. Future campaigns will be run during the Back-to-School and Christmas seasons with commercials, promotional flyers, and alliances with Scholastic Canada.

Competition Overview

In determining the competition based on similar target consumer profiles and price point, Jupiter™ will be competing with Crayola, Maped, and Creatology. However, Crayola will be the main competitor due to its extensive reach across various products and vast coverage in children's arts and crafts. Crayola has entire shelves to themselves, whereas other brands have one shelf. Most of Jupiter's competitors do not actively advertise to their consumers aside from Crayola. Crayola has a high level of promotional advertising to increase brand awareness. Jupiter product's price points fall in the same range as its competitors from \$8 to \$20.

Retail Overview

Jupiter competes in the toy and arts & crafts supplies category. It is distributed to toy stores, stationery stores like Staples, in the Toy Department of all major chains like Toys R Us, and in the Children department of specialized arts and crafts stores like Michaels and De Serres. It will be merchandised across two shelves with dimensions of 67" tall, 27" wide, and 12" deep. On top will be pegboard displays of markers, pencils, and more with heavier, boxed items at the bottom. Competitor products can be seen adjacent within a few feet. Structural products are generally in rectangular forms made either from plastic or sustainable materials that can be kept to store product.

Objectives

Package design objectives:

1. Create sustainable packaging that could be kept as storage by having it both functional and attractive to increase desirability.
2. Develop a strong brand block that can be identified across various products with differing structural packaging.
3. Create whimsical packaging appealing to children.
4. Maintain a consistency in CDP line to establish a strong shelf impact against competitors.

Design Brief

Three Main Competitors



Out of all the competitors, Crayola has the most extensive range of CDP and covers almost all arts and crafts supplies/materials from markers to brushes to scissors. Target audience 4-12 year olds. Its advertising tagline has changed over the years but some include: "Everything Imaginable", "The Art of Childhood", "Unmistakably - Crayola", "Crayola - Make Play", and "The Power of Creativity - Crayola - It Starts Here". Crayola's emphasis is on fun. Price point is from \$4-\$15.

Crayola CDP's include:

- Paint (Acrylic, watercolour)
- Chalk
- Paintbrushes
- Colouring Books
- Art Kits
- Crayons
- Colouring Pencils
- Markers
- Scissors
- Glitter Glue
- Modelling Clay
- Canvas



Strengths:

- Brand colours make products attractive.
- Packaging material is generally sustainable, although there are some products still contained in plastic.
- All products have a product reveal.
- Strong brand block.
- Wide range in products. Offers kits.
- Packaging can be reused for storing product for most.

Weaknesses:

- Although colours are bright and engaging, the packaging itself does not reflect 'fun'.
- Typical generic boxed format.

Design Brief

Three Main Competitors



Maped is a manufacturer of school, writing, and office supplies. Wide range in target audience depending on product. Values using recycled materials; creativity; adaptability; and the entrepreneurial spirit. Their motto is to create products that are fun, stylish, but functional. Price range \$5-15. Does not advertise publically as much as Crayola.

Maped CDP's include:

- Pens
- Pencils
- Markers
- Colouring Pencils
- Erasers
- Staplers
- Scissors, Trimmers, Cutters
- Compasses
- Pencil Sharpeners
- Hole Punchers
- Left-handers



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- Strong brand block.
- Packaging can be reused for storing product for most.

Weaknesses:

- Although colours are bright and engaging, the packaging itself does not reflect 'fun'.
- Typical generic boxed format.
- Some products still contained in plastic substrate.

Design Brief

Three Main Competitors



Creatology offers arts & crafts supplies to children. It is an in-house brand at Michaels arts and crafts store. Not much company history is existent on the web. Price range is \$5-22.

Creatology CDP's include:

- Paint (Acrylic, watercolour)
- Paintbrushes
- Colouring Books
- Art Kits
- Colouring Pencils
- Markers
- Canvas
- Stickers
- Ornaments
- Activity Kits



Strengths:

- Brand colours make products attractive.
- All products have a product reveal.
- Brand block present with colours.
- Offers kits.

Weaknesses:

- Non-sustainable material.
- Typical generic packaging format.
- Packaging cannot be reused.

Development: Brand Name

Key Attributes

crafty
fun
adventurous
explorer
creative
voyager
wild imagination
whimsical
artistic
full of life
colourful
humorous

Brainstorming Names

Potential Pro's

Little Pro's

Junior Pro's

Pro-Junior

Budding creatives who may
turn professional in the future

Mini Creatives

Junior Artists

Junior Creatives

Junior Me

Early, miniature versions of
professional creatives

Voyager

Explorer

Explorers of their own wild
imagination using their hands
and minds.

Mercury

planet of youth; rules quickness
of hands; early education

Jupiter

leads people to higher purpose;
growth; inspiration; fulfillment

Artsy

Crafters

Artfulness

Eureka!

Outburst after a discovery.

Meureka

Mereka

Mer-eka!

combination of Mercury +
Eureka.

Smock Kids

Smockids

Smockies

Smock'er

Children's smocks are signs of
kids geared for play and mess

Whimsy

Minsy

Combination of Mini + Whimsy

Willyart

Middle English word for wild
and awkward.

Little DaVinci

Artastic

Combination of Art + Fantastic

Earthly

Smart

Heart

Root word 'art'

Development: Brandmark sketches

Brandmark sketches

jupiter

Packaging Design #2
Project #2.

Handwritten sketches of 'JUPITER' in various styles:

- A red arch over the word 'JUPITER'.
- A circular logo with 'JUPITER' written inside.
- 'JUPITER' in a bold, spaced-out font.
- 'JUPITER' in a bold, spaced-out font with dots under the letters.

• age product range: 4-6 7-9 10-12

jupiter

jupiter

jupiter

jupiter

jupiter

JUPITER

jupiter

jupiter

← half of jupiter
~~saturn~~

← person/child

JUPITER

jupiter

JUPITOR

JUPITOR

JR →
"junior"
"shooting star"

JUPITER

← planet

jupiter

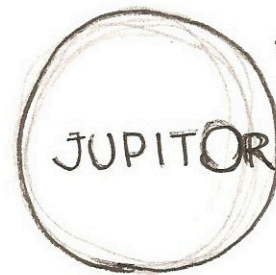


jupiter

Jupiter

JUPITOR

JupiteR



← jupiter
(white text
against
jupiter
planet)

Development: Brandmark Typeface explorations

Roble Alt Medium

jupiter

Harabara Mais Demo

jupiter

DIN 30640 Light

jupiter

Andes

jupiter

Idolwild

jupiter

Poetsen One

jupiter

Bevan

jupiter

Duase Light

jupiter

Bebas Neue Light

JUPITER

Smoothy Sans

JUPITER

Commando

JUPITER

Development: Brandmark Typeface top four

STRENGTHS

- full family of typefaces
- fully designed type system
- friendly appearance
- not sans serif
- good weight

Roble Alt Medium

jupiter

abcdefghijklmnopqrstuvwxyz OPQRSTUVWXYZ
1234567890
!@#\$%^&*()-_+ =,./;[]\{}|:'"<>?

WEAKNESSES

- too angular?
- cowboy country vibe?

Poetsen One

jupiter

abcdefghijklmnopqrstuvwxyz OPQRSTUVWXYZ
1234567890
!@#\$%^&*()-_+ =,./;[]\{}|:'"<>?

- friendly appearance
- fully designed type system
- unique letterforms
- good weight
- slight italicization resembles 'The Jetsons' show title

- one family

Andes

jupiter

abcdefghijklmnopqrstuvwxyz OPQRSTUVWXYZ
1234567890
!@#\$%^&*()-_+ =,./;[]\{}|:'"<>?

- full family of typefaces
- fully designed type system
- friendly appearance

- not unique sans serif
- lightest weight

Bevan

jupiter

abcdefghijklmnopqrstuvwxyz OPQRSTUVWXYZ
1234567890
!@#\$%o^&*O-_+ =,./;'[]\{}|:'"<>?

- fully designed type system
- large x-height & tittle resembles a child
- unique
- good weight
- not sans serif
- friendly appearance

- too angular?
- too heavy weight?

Development: Brandmark explorations

1ST BRANDMARK:



- enough space around type to differentiate between brandmark and packaging background
- circle has planet Jupiter

2ND BRANDMARK:



- arch symbolizes shooting star
- circle symbolizes planet Jupiter
- would it blend in with packaging bg?

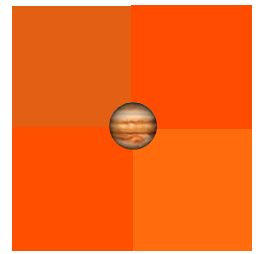
3RD BRANDMARK:



- circle symbolizes planet Jupiter
- would it blend in with packaging bg?



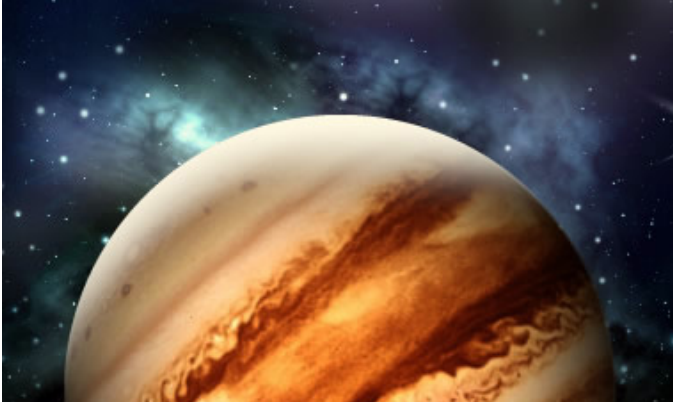
Development: Brandmark final



POETSEN ONE



Development: Packaging Graphics moodboard

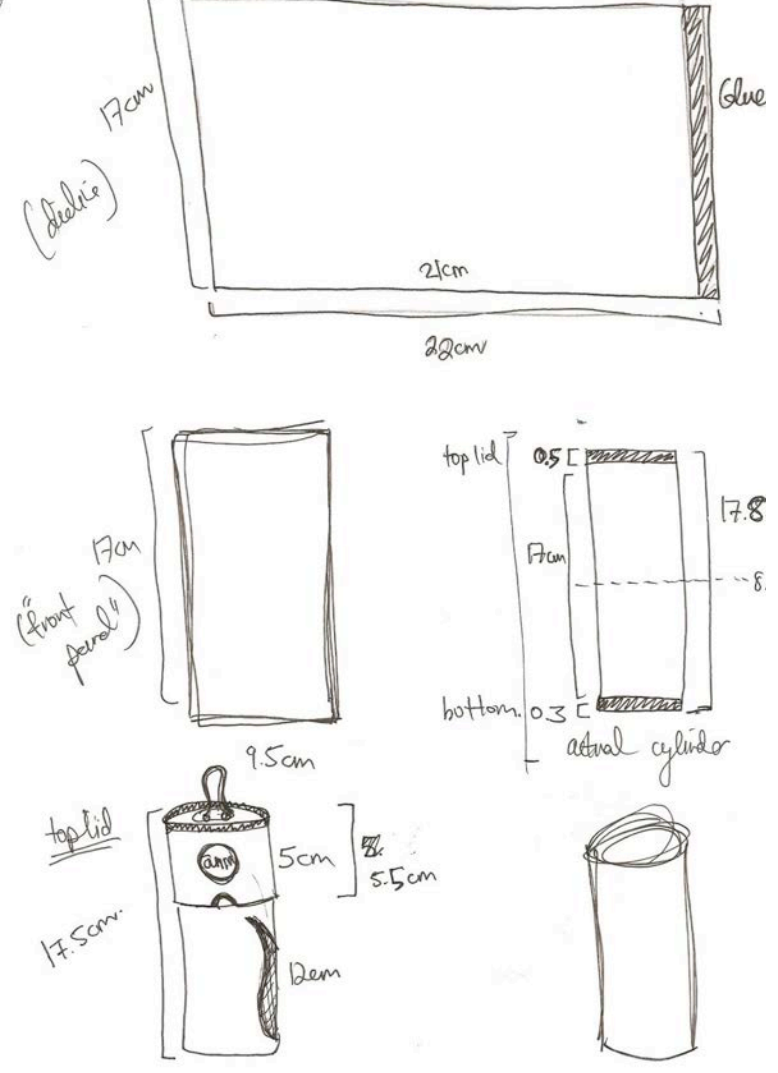
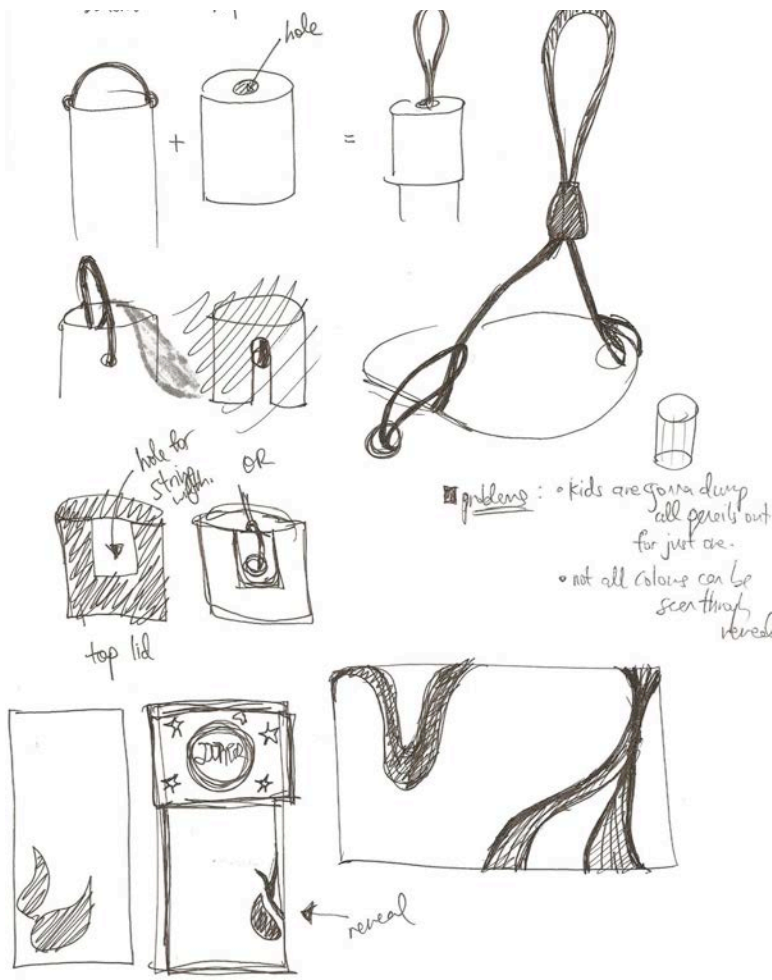
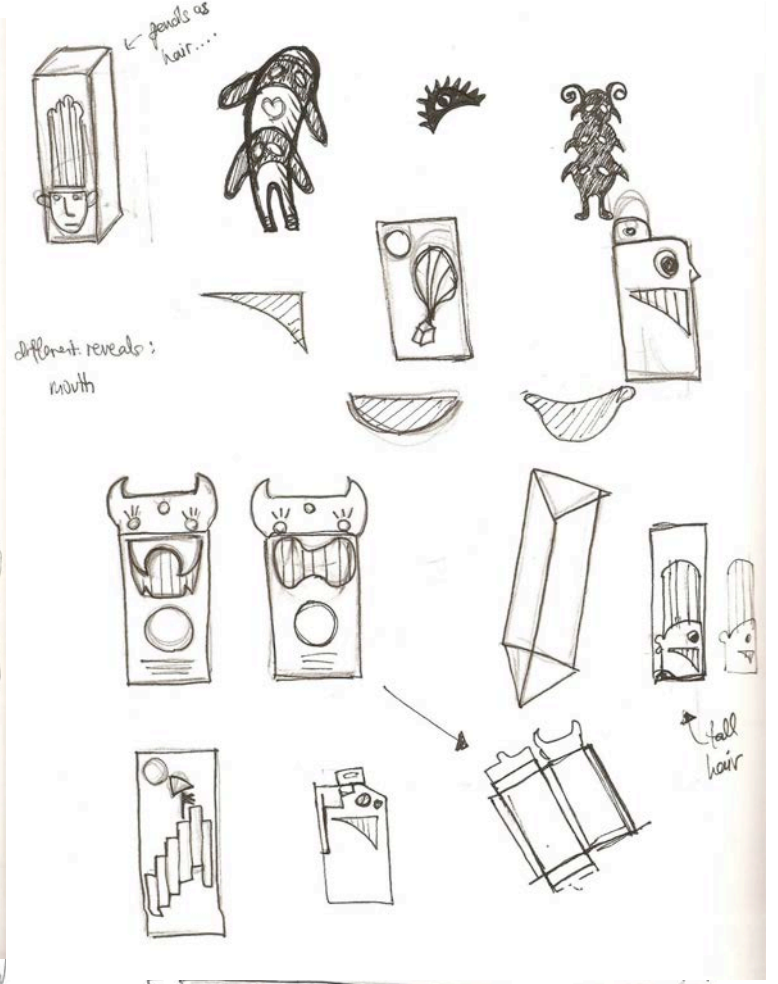
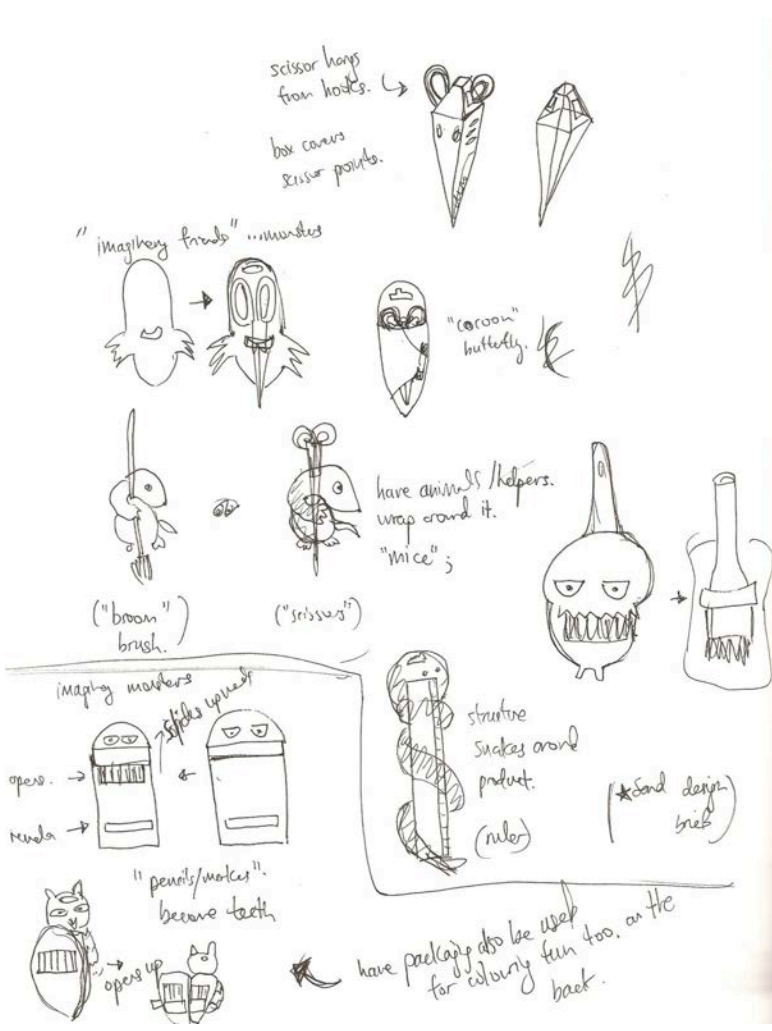


General direction:

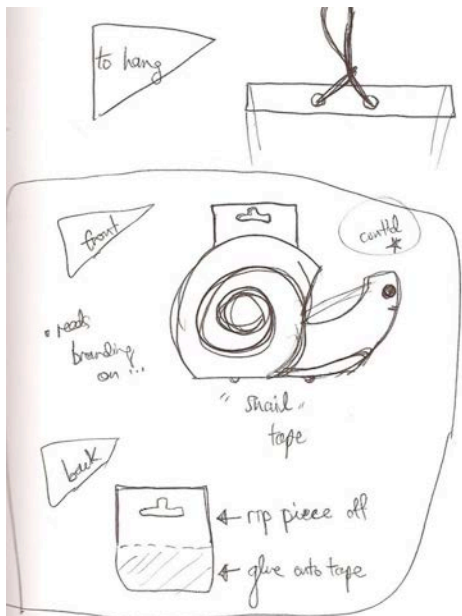
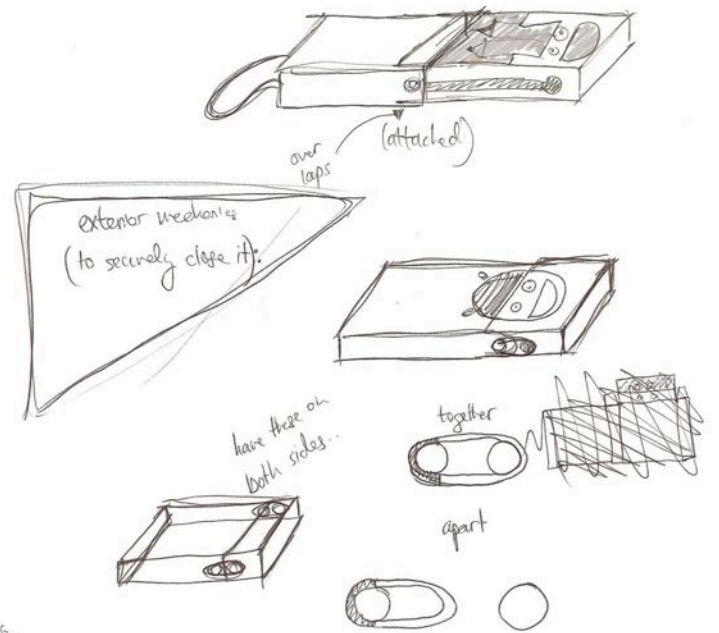
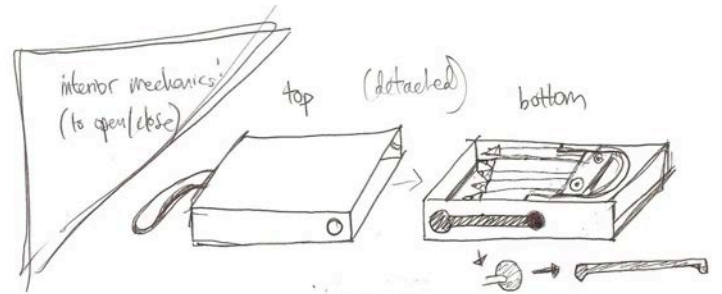
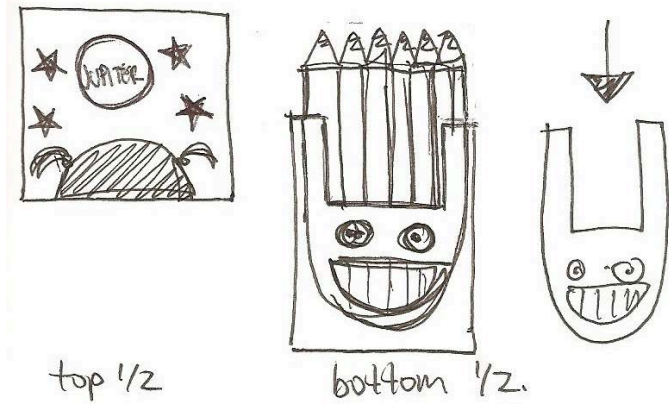
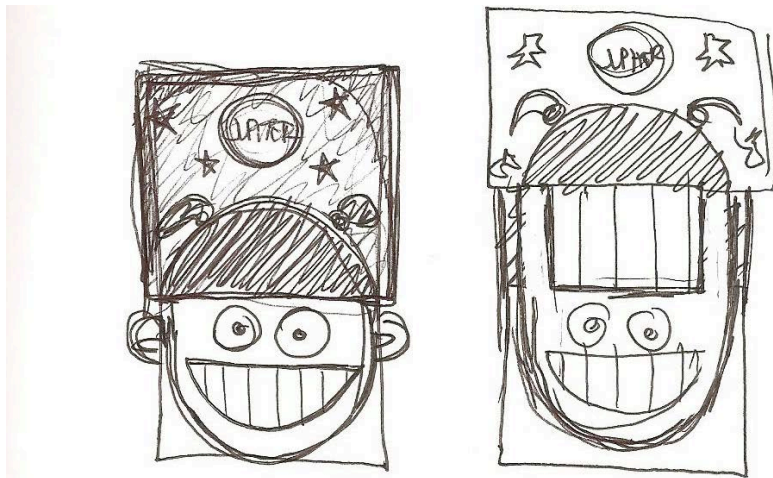
- colourful
- funny
- weird
- playful
- whimsical



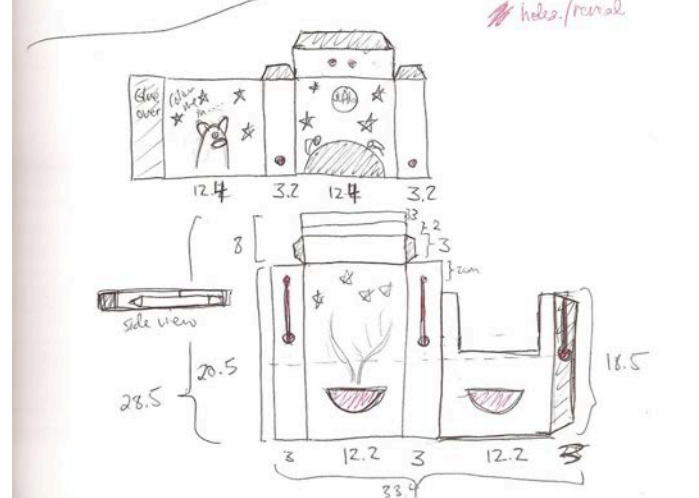
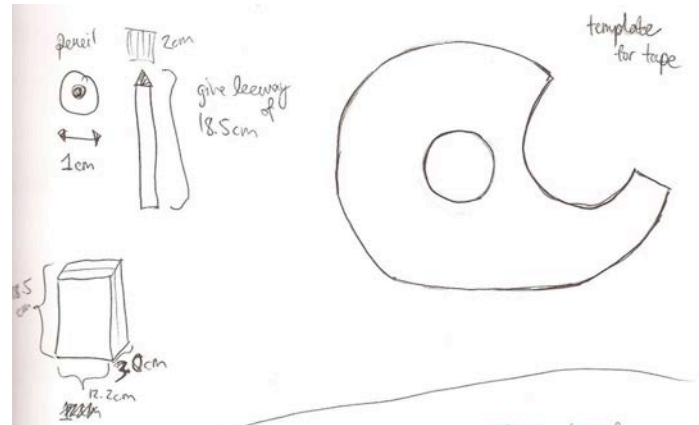
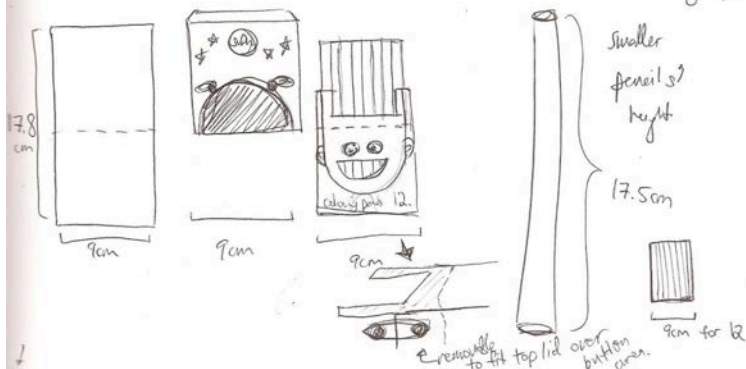
Development: Packaging Graphics sketches



Development: Packaging Graphics sketches



- design
- top/bottom lid won't be lost
 - package can be reused to pencilcase after usage
 - whimsical / funny
 - head "blasting" off to "space" ...creativity is ready to the galaxy...

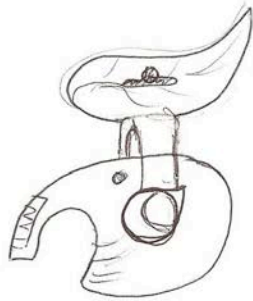


Development: Packaging Graphics sketches

Cont'd *



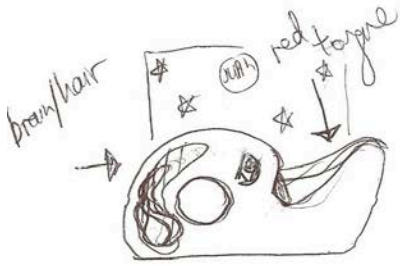
snail



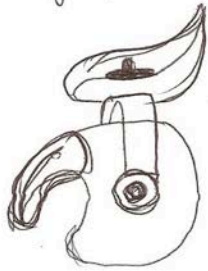
baby elephant

packaging design project 2

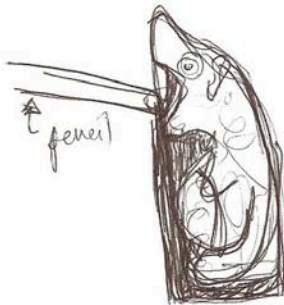
tape



face licking

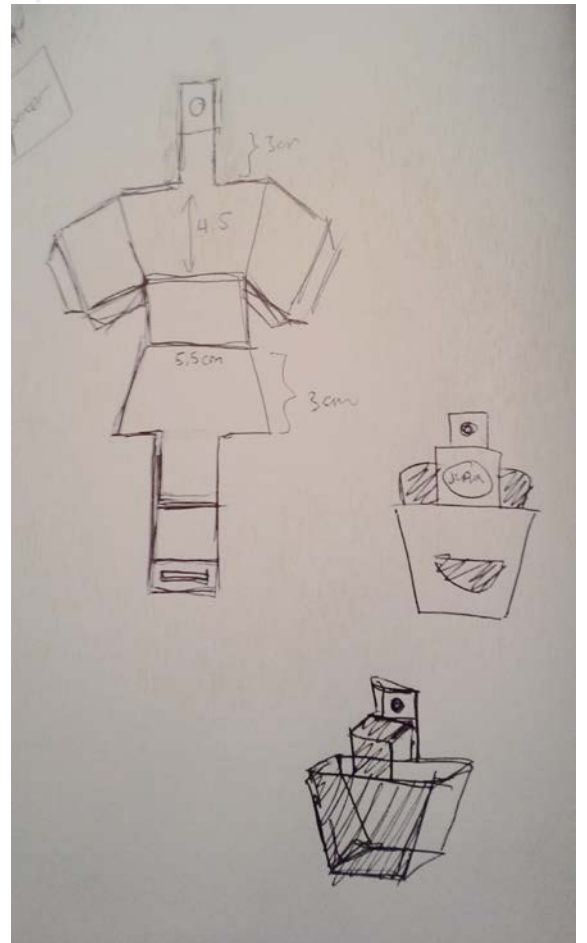


parrot's beak



beaver eating wood fencil.

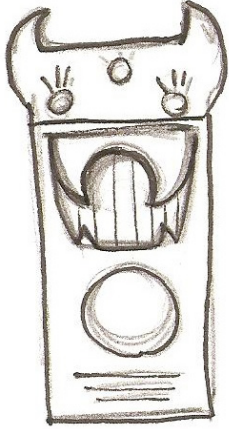
wood shaver



Development: Packaging Structure models

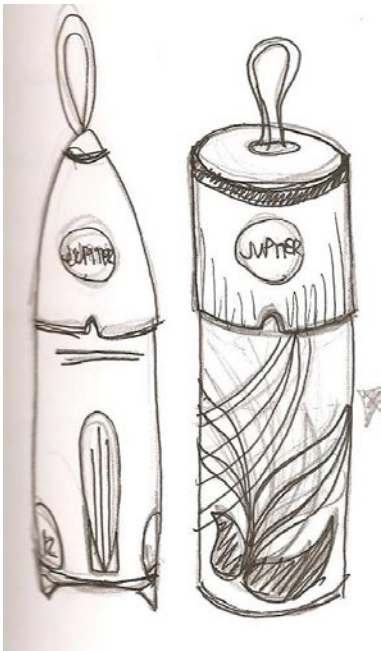
STRENGTHS

WEAKNESSES



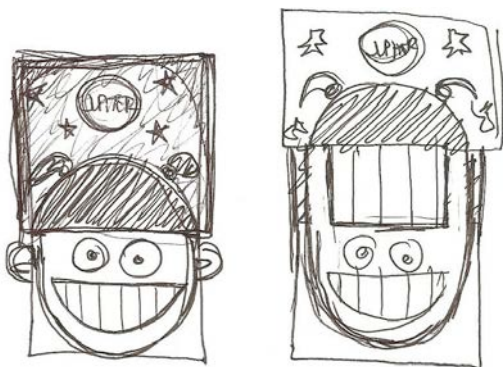
- reveal
- sustainable material
- whimsical character
- can be reused

- whimsical nature is only in the reveal and top structure part.
- generic box form



- reveal
- sustainable material
- interesting shape
- whimsical in the illustration
- can be repurposed
- can be reused

- dumping pencils out for a specific colour is not practical (e.g. makes a mess)
- shape takes up more room in backpacks when laid against flat school books?



- reveal
- sustainable material
- can be repurposed
- can be reused
- whimsical in the illustration and access

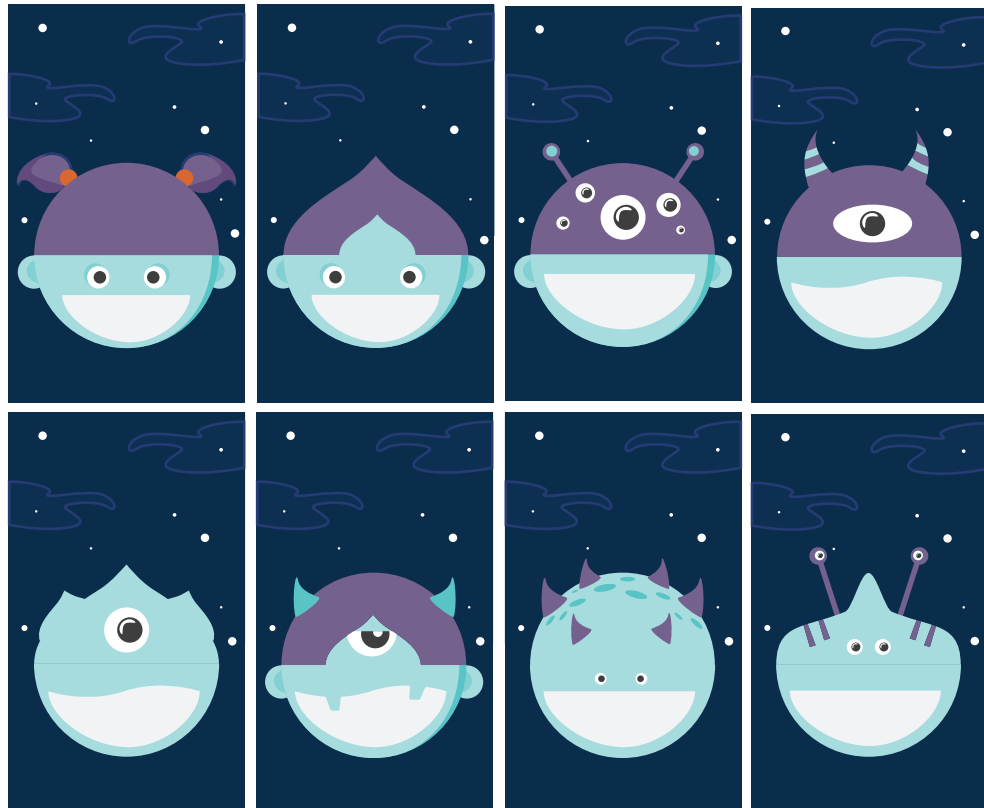
- generic box form but upgraded access?
- more complicated to reproduce?

Development: Typefaces Exploration

Spring		Colouring Pencils Crayons de couleurs	Myriad Pro
Mistral		Colouring Pencils Crayons de couleurs	Frutiger LT
Logotype Frenzyô		Colouring Pencils Crayons de couleurs	Franklin Gothic Medium
Heartwell Italic		Colouring Pencils Crayons de couleurs	Helvetica
Bruno		Colouring Pencils Crayons de couleurs	Lucida Sans
Freestyle Script Medium		Colouring Pencils Crayons de couleurs	Helvetica Neue
Local Market Script		Colouring Pencils Crayons de couleurs	Myriad Pro
Monday Bold		Colouring Pencils Crayons de couleurs	Myriad Pro
Pacific Northwest Letters		Colouring Pencils Crayons de couleurs	Myriad Pro
Smoothy Cursive		Colouring Pencils Crayons de couleurs	Myriad Pro
Lucida Handwriting Italic		Colouring Pencils Crayons de couleurs	Myriad Pro

Development: Packaging Graphics composites

VARIATIONS



COLOURS



TYPEFACES

