## Marketing - Packaging and Labeling Group Assignment

#### Instructions:

- You will be working in groups of two to four.
- You and your agency have been hired by an upcoming Guelph candy manufacturer to create a signature package for their flagship product.
- You will present your package to the board of directors as well as make suggestions about what product they should feature in it.



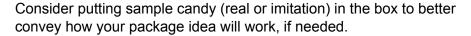


## Your package should:

- Be attractive, original and interesting, yet still perform the basic functions of protecting the candy and promoting it to the target customer.
- Feature the Guelph Candy Co logo and colours (you choose and design)
  - Clearly show or indicate the type of candy inside.

### Your Presentation will cover:

- What image you are proposing for Guelph Candy Co
   explain your logo, colour choices and how it connects with the customer.
- Why your candy package/dispenser design is unique and best suited for Guelph Candy's image – special features of the package, etc.





# **Candy Package Rubric**

CRITERIA	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
Communication (Your presentation)	<ul> <li>Coherent sequence of ideas is not clearly discernible</li> <li>Novice attention to detail, many major errors and omissions</li> </ul>	<ul> <li>Some coherence in sequencing of ideas</li> <li>Amateur attention to detail, some major errors and omissions</li> </ul>	<ul> <li>Coherent sequencing of ideas</li> <li>Attention to detail, a few major errors and omissions</li> </ul>	<ul> <li>Thoughtful sequencing of ideas</li> <li>Superior attention to detail, no major errors and omissions</li> </ul>
Application (Your package idea and branding proposal)	<ul> <li>Creative thinking skills have been utilized with limited effectiveness</li> <li>Needs improvement, quality below expectations</li> </ul>	<ul> <li>Creative thinking skills have been utilized with moderate effectiveness</li> <li>Acceptable quality in meeting expectations</li> </ul>	Creative thinking skills have been utilized with considerable effectiveness     Excellent quality in meeting expectations	Creative thinking skills have been utilized with a high degree of effectiveness     Exceptional quality, goes beyond expectations

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