

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.

Consider putting sample candy (real or imitation) in the box to better convey how your package idea will work, if needed.



Candy Package Rubric

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

/15

/15