

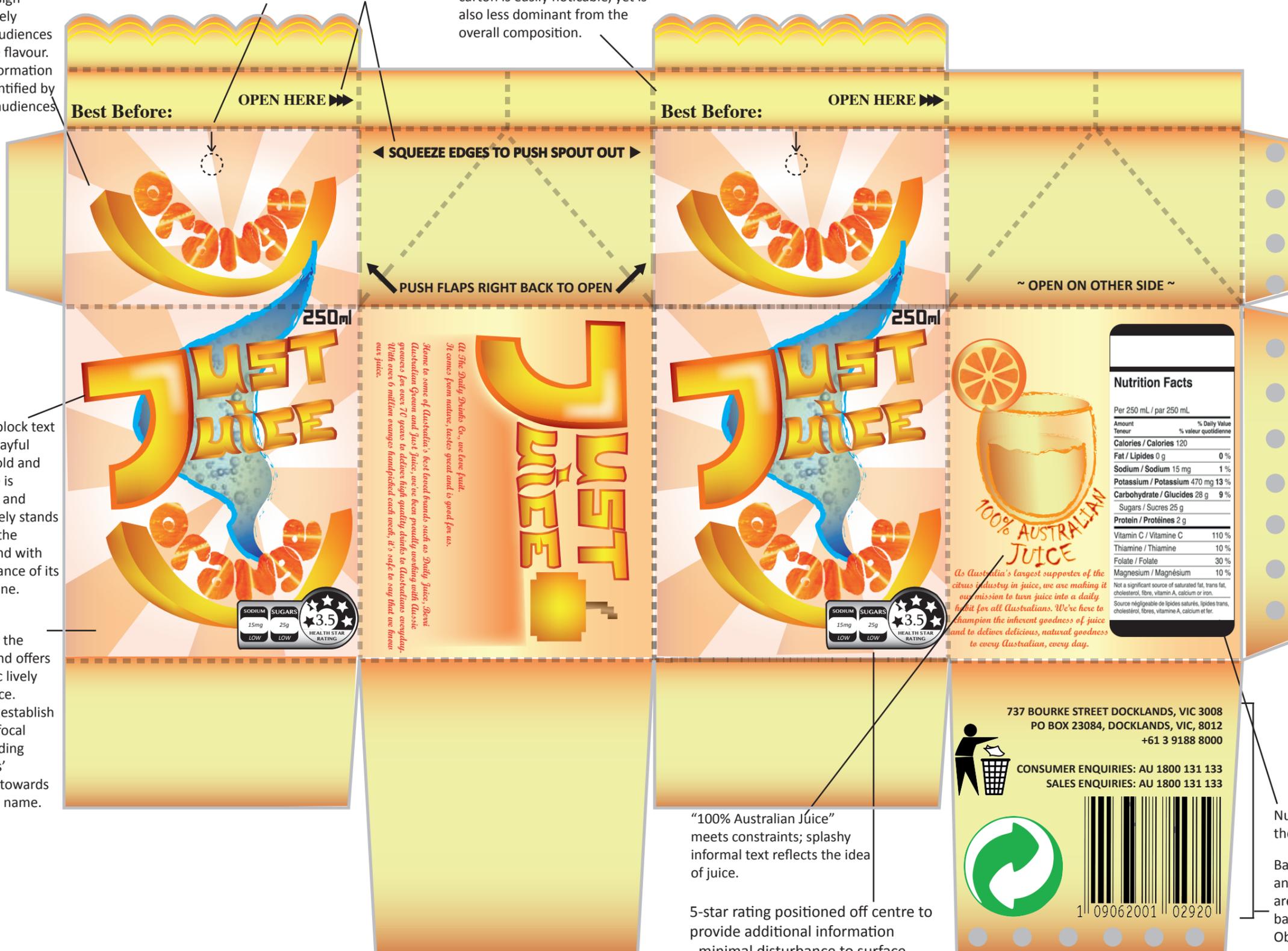
Redesigned Juice Box



Visual indication of flavour at the top of the design immediately informs audiences about the flavour. Visual information easily identified by younger audiences

Written instructions, informs consumers about how the box can be opened. Straw hole is clearly indicated.

Best before date on top ledge of carton is easily noticeable, yet is also less dominant from the overall composition.



A simple block text offers a playful design. Bold and large type is appealing and immediately stands out from the background with the assistance of its thick outline.

Pattern in the background offers a dynamic lively appearance. Assists to establish a central focal point, leading audiences' attention towards the brand name.

This design has been chosen for the final client need as it most accurately reflects the constraints and audience outlined in the design brief. Bright and vivid colours ensure that younger audiences would be targeted, whilst its simple symmetrical composition offers a friendly appearance. The central focal point created by a pattern in the background immediately captures attention towards the main title/information and provides a lively appearance.

Simple vector appearance, enhanced with tone generates a 3-Dimensional appearance to appeal to young audiences. It also appeals to a low-medium socio-economic status, suggesting a cheap and affordable product that is suitable as an addition to a child's recess or lunch.

Dominant colours of yellow and orange easily associates the product, especially to younger audiences, as orange flavoured. The colours chosen effectively targets both genders, as specified by the client need. Colour also communicates a healthy and fruity product.

Nutrition information can be located on the back of the package.

Barcode, recycling symbol, and manufacturing details are can be located on the base of the packaging. Obscured from being seen on market shelves so that it does not interfere with design. Client's constraints are addressed.

"100% Australian Juice" meets constraints; splashy informal text reflects the idea of juice.

5-star rating positioned off centre to provide additional information - minimal disturbance to surface design.

| Nutrition Facts | |
|-------------------------|----------------------|
| Amount | % Daily Value |
| Teneur | % valeur quotidienne |
| Calories / Calories | 120 |
| Fat / Lipides | 0 g 0 % |
| Sodium / Sodium | 15 mg 1 % |
| Potassium / Potassium | 470 mg 13 % |
| Carbohydrate / Glucides | 28 g 9 % |
| Sugars / Sucres | 25 g |
| Protein / Protéines | 2 g |
| Vitamin C / Vitamine C | 110 % |
| Thiamine / Thiamine | 10 % |
| Folate / Folate | 30 % |
| Magnesium / Magnésium | 10 % |

Per 250 mL / par 250 mL. Not a significant source of saturated fat, trans fat, cholesterol, fibres, vitamin A, calcium or iron. Source négligeable de lipides saturés, lipides trans, cholestérol, fibres, vitamine A, calcium et fer.

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