

2MCP's

Go with Goodness

2MCP redesigned the traditional 10-count, 200mL multipack for Ocean Spray Growing Goodness Cranberry Apple Peach juice. This Ocean Spray multipack resembles a 6 pack carrier case, optimized for convenience, space management, trackability, and accessibility. Not only does this design help moms carry their groceries to and from the car, but it also allows kids to easily access the juice. Through a well-exposed packaging design, each individual juice box is visible to the consumer, making it easy to track how many boxes are left in the pack. This package was designed to easily slide into the refrigerator door with a detachable perforated handle to allow for even more space reduction. This multipack combines functionality and aesthetics in order to benefit adults and appeal to kids. Several aesthetic decisions were made to enhance brand recognition such as the Ocean Spray themed handle, branding on all visible areas of the package, and the use of pre-existing designs. The use of rounded edges and bright, pastel colors promotes a sense of youth, health, and energy, which attracts the target market of mothers and children. Additionally, the package utilizes a different design on each side of the carrier, making it more fun, playful, and interactive for both the mom and child. The blue side is more marketed towards the mom through the use of health-conscious branding, fruits, and nutritional facts listed out on the bottom, while the pink side attracts kids with a playful scene of fruits and a cheerful turtle in the water.

