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# *Bonne Maman.*

Feb 27th 2023  
Project 1

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# Current Package Analysis

## Chosen Product

Bonne Maman Assorted Mini Jams (4 x 30mL)

## Strengths

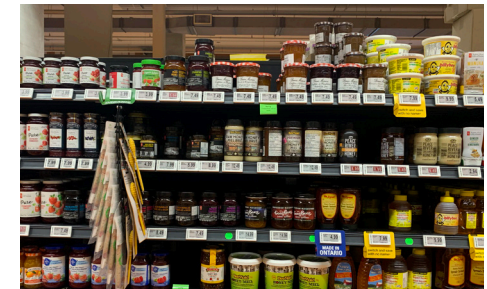
- Clean and minimalist label broadens packages consumer range
- Branding is recognizable and known for quality delicious jams in Canada
- Use of glass is sustainable and promotes reuse/recycling of package
- Minimal ink used on label, sustainable asset
- Jars are durable and stackable

## Weaknesses

- Glass bottle/ individually packaged, easily breakable and fragile
- Hard to identify flavours because packaging is all the same (must read label)
- Cursive is not very legible/accessible
- Lots of competition (many other brands)
- Not number 1 choice for jams (cheaper alternatives, etc)

## Potential Improvements

- Create a variety pack allowing consumers to test various flavours
- Consider incorporating minimal graphics to aid in flavour comprehension
- Create visual hierarchy on label (hard to differentiate between brand name and flavour)
- Emphasize brand's homey/nostalgic personality



## Overview of the Retail Category

Bonne Maman offers a range of products made from the finest ingredients and produced with the utmost care. It is found in most big box Canadian grocery stores amongst other breakfast condiments. Although there are many competing brands on the shelves today, Bonne Maman stands out due to its unique homemade look and is staple in many Canadian households. At the moment, jars are sold individually, no variety packs are offered in stores.

## Bonne Maman's Canadian Consumer

Breakfast lovers seeking high quality, intense flavour fruit-packed jams. Bonne Maman's consumers are loyal customers, and always return to the reliable and strong flavoured jams.

## Brand Positioning

French owned since 1971, Bonne Maman Jams are the go-to traditional breakfast pairing that embody the familiar look, feel, and taste of grandmothers cooking. Offering more intense flavours than ever, Bonne Maman strives to offer jams packed with more fruits and less sugar, without compensating on flavour or texture.



# Competition



St Dalfour Strawberry



Greaves Pure Strawberry



Kraft Pure Strawberry

# Competitor #1

## Strengths

- High quality recipes and ingredients
- 20 premium fruit spreads
- Branding reinforces their commitment to healthy, all natural ingredients
- Good differentiation between flavours
- Consistent brand identity throughout product line
- Strong branding (label to lid)

## Weaknesses

- High price point (\$5.27/100ml)
- Small type (difficult to read)
- Bottle form is not very inclusive and user friendly

## Potential improvements

- Make copy more legible (ex.225ml)

## Overview

Positioning: St. Dalfour prides themselves by implementing family recipes and quintessential French methods in order to curate the highest quality products. Starting in the early 19th century, St. Dalfour prioritized using carefully selected fruits and juices in order to produce spreads that maintain a complex texture without the use of preservatives and additives.

Target: For consumers interested in premium and healthy fruit spreads with a sophisticated texture.



# Competitor #2

## Strengths

- Over 40 flavours of jams, marmalades, and jellies
- Traditional look, which pairs well with brand history and positioning
- High quality
- Local

## Weaknesses

- Original jam labels are similar to one another (must read the labels for flavour), weak flavour differentiation
- High price point (\$7.25/250ml)
- Less presence in Canadian stores, smaller brand makes for less funds to promote and disperse

## Potential improvements

- Improve flavor differentiation
- Increase brand recognition

## Overview

Positioning: From Ontario's Niagara-On-The-Lake region, Greaves produces superior quality, high fruit content and preserves the old-fashioned way. Began making pure old-fashioned jams, jellies, marmalades and condiments in 1927, using only the finest fruits, vegetables, sugar, and spices. Greaves takes pride in using time-honoured jam recipes, hand-stirring each batch of jams in open stainless-steel kettles, and producing 45 wonderful jam and jelly preserves, free of pectin and preservatives.

Target: For Canadians seeking local, yet exceptional quality jams and preserves, crafted the old-fashioned way.



# Competitor #3

## Strengths

- Dominant brand (especially in the condiment sector)
- Images of fruit on label, which helps differentiate between flavours
- Affordable price point
- Staple in many Canadian homes

## Weaknesses

- Outdated branding
- Visual hierarchy present but it is misleading, claims to be pure with no facts to prove it

## Potential improvements

- Refresh the overall use of typography
- 

## Overview

Positioning: Kraft Pure Jams, Jellies and Marmalades are quality jams made with real fruit. They are available in Strawberry, Raspberry, Blackberry, Blueberry, Grape and Orange Marmalade.

Target: Canadian families seeking an affordable and accessible spread to pair with their busy mornings. Kraft consumers are loyal and continue to repurchase this affordable and reliable spread



# *Proposal for change*

1. Taking 4 individual jams and creating a variety pack for instore purchase (blueberry, orange, strawberry & raspberry).
2. Creating a solid structure to house the various jams.
3. Conceptualizing packaging that is easily stackable and user friendly.
4. Creating a box that is easily transportable and that opens with ease.
5. Make better brand presence/heighten brand identity in store.
6. Create emphasis on the fruits behind each flavour.
7. Incorporate visuals and graphics.
8. Tie in the brand's website inside the packaging dieline.
9. Provide bilingual assets with equal emphasis.



# Stage 1. Research

## Store Checks



## Merchandising Trends

- Variety packs
- Sample kits
- Providing Recipes on package
- Link to socials and ecommerce site
- Cross selling (retail and online)
- In-store displays
- Immersive experiences
- Pop-ups
- Wayfinding

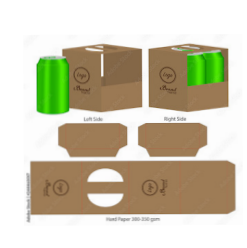
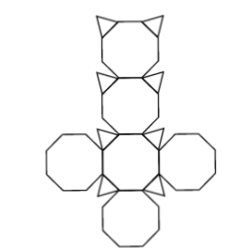
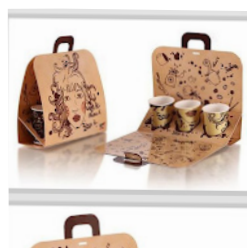
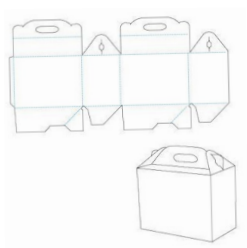
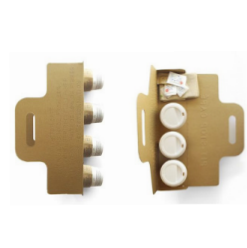
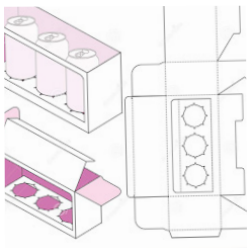
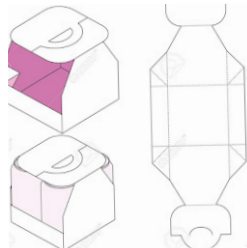
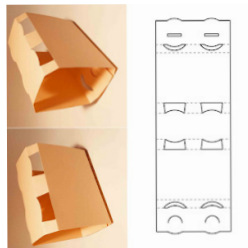
## Sustainable Initiatives

- Limited colours used and limited ink usage
- Reusable / Multi-purpose packaging
- Recyclable materials
- Packaging that can be planted
- Return empties program
- Reducing size of packaging



# Stage 1. Research (continued)

## Internet Checks



# Stage 2. Fabrication & Visuals



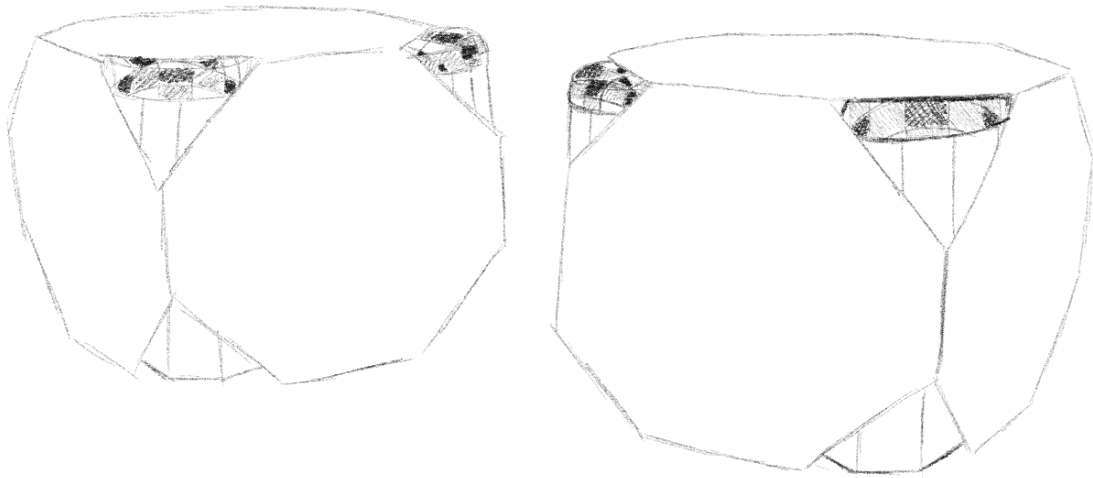
Concept #1



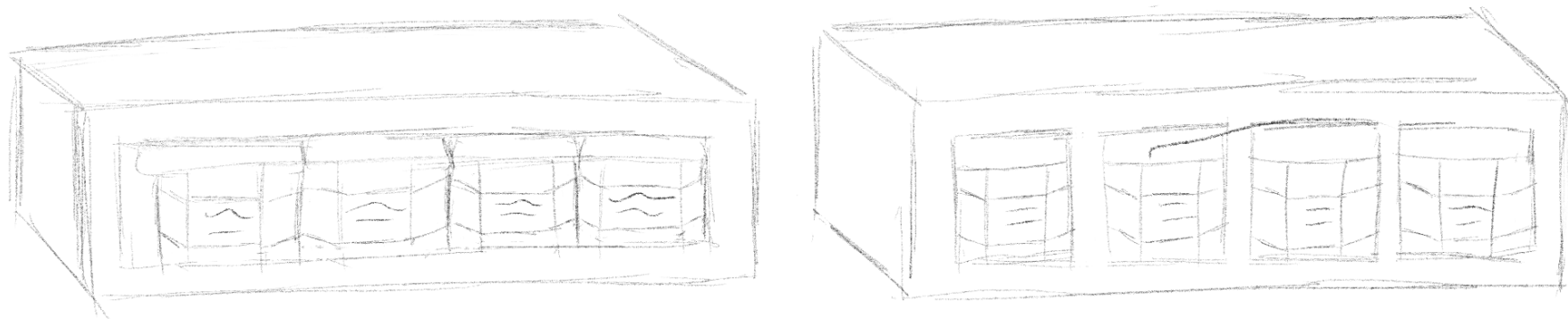
Concept #2

# Prelim Ideation & Analysis

## Concept #1 Sketches

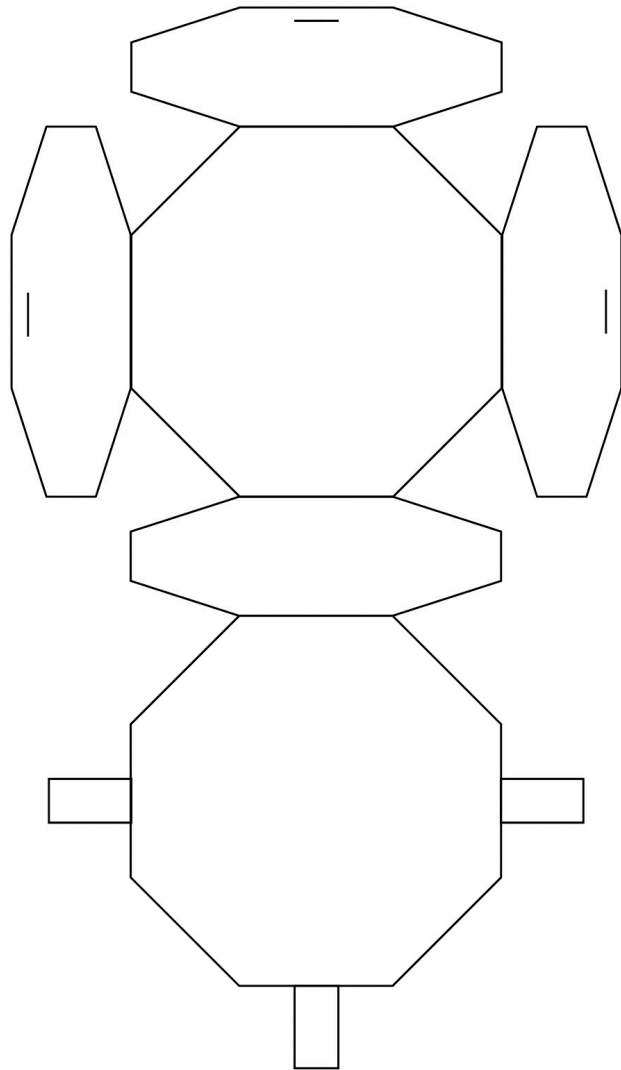


## Concept #2 Sketches

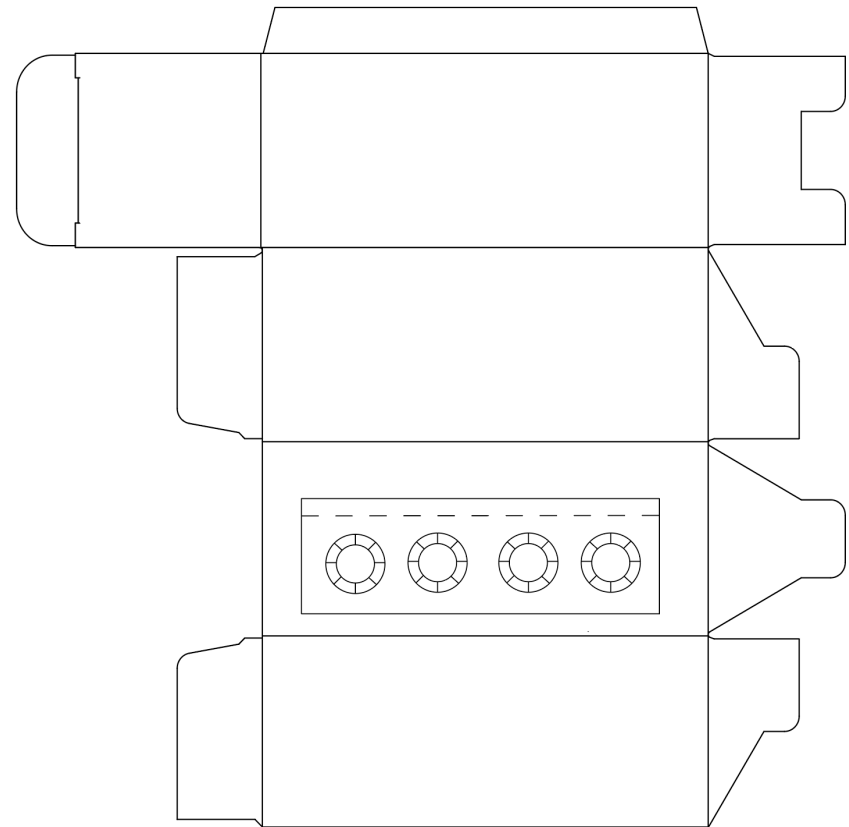


# Prelim Ideation & Analysis

Concept #1 Dieline



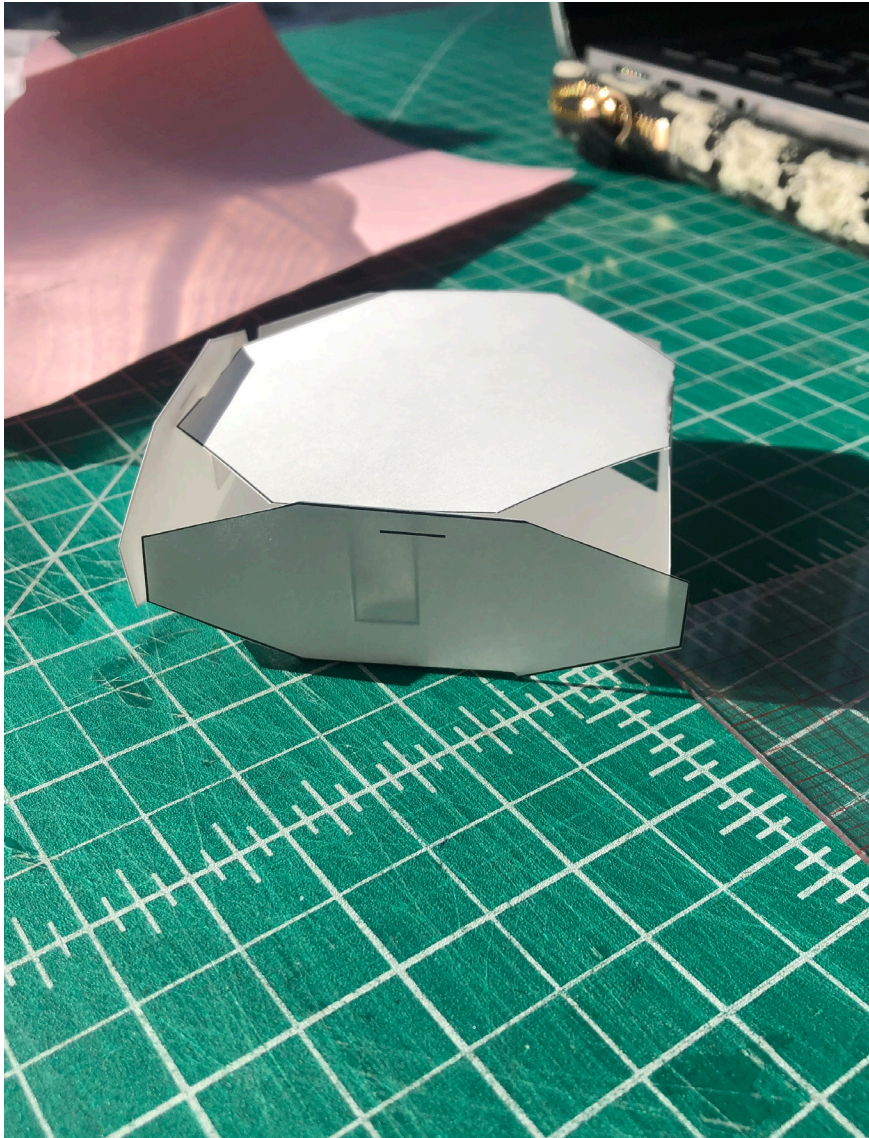
Concept #2 Dieline





# *Prelim Ideation & Analysis*

Concept #1 3D Assembly



Concept #2 3D Assembly





# Prelim Ideation & Analysis

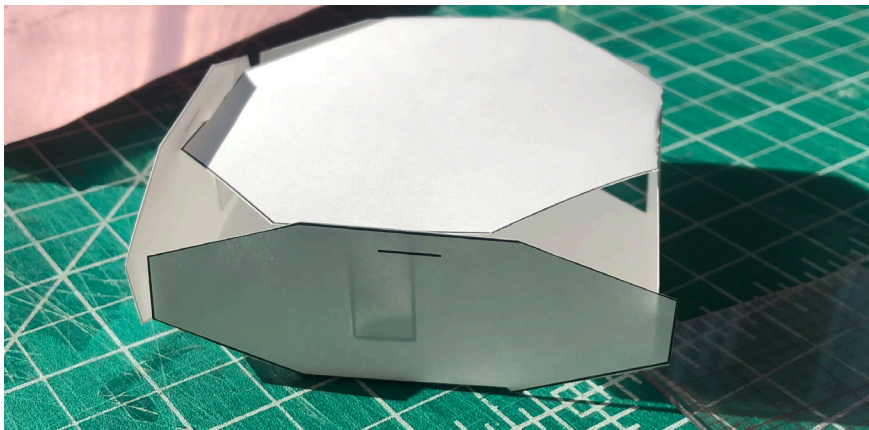
## Concept #1 SWOT

### Strengths

- More sustainable due to minimal packaging
- Easily stackable and transportable
- Lots of space on panels
- Simple design and easy to construct

### Weaknesses

- Not enough support to hold jars
- Product is not very visible, must rely on outer packaging
- Closure lines are in the wrong placement
- Closure lips could be more secure and stable



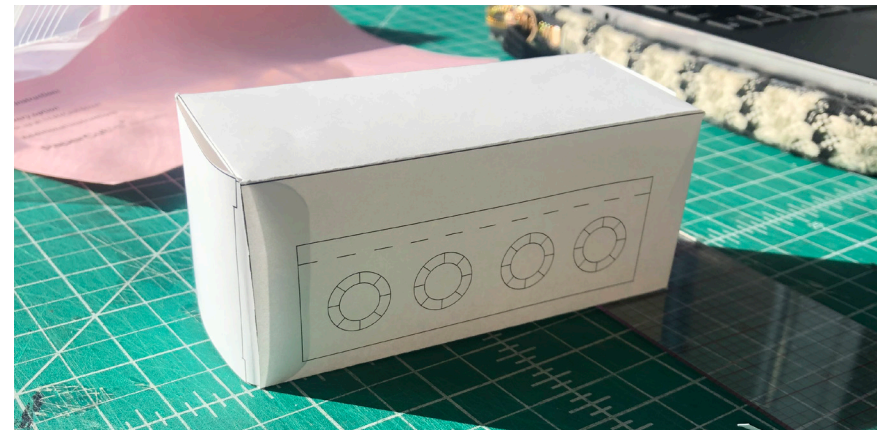
## Concept #2 SWOT

### Strengths

- Product is very visible to consumer
- Easily stackable and transportable
- Sturdy packaging
- One large cutout on front panel creates a simpler design
- Consumer can feel product

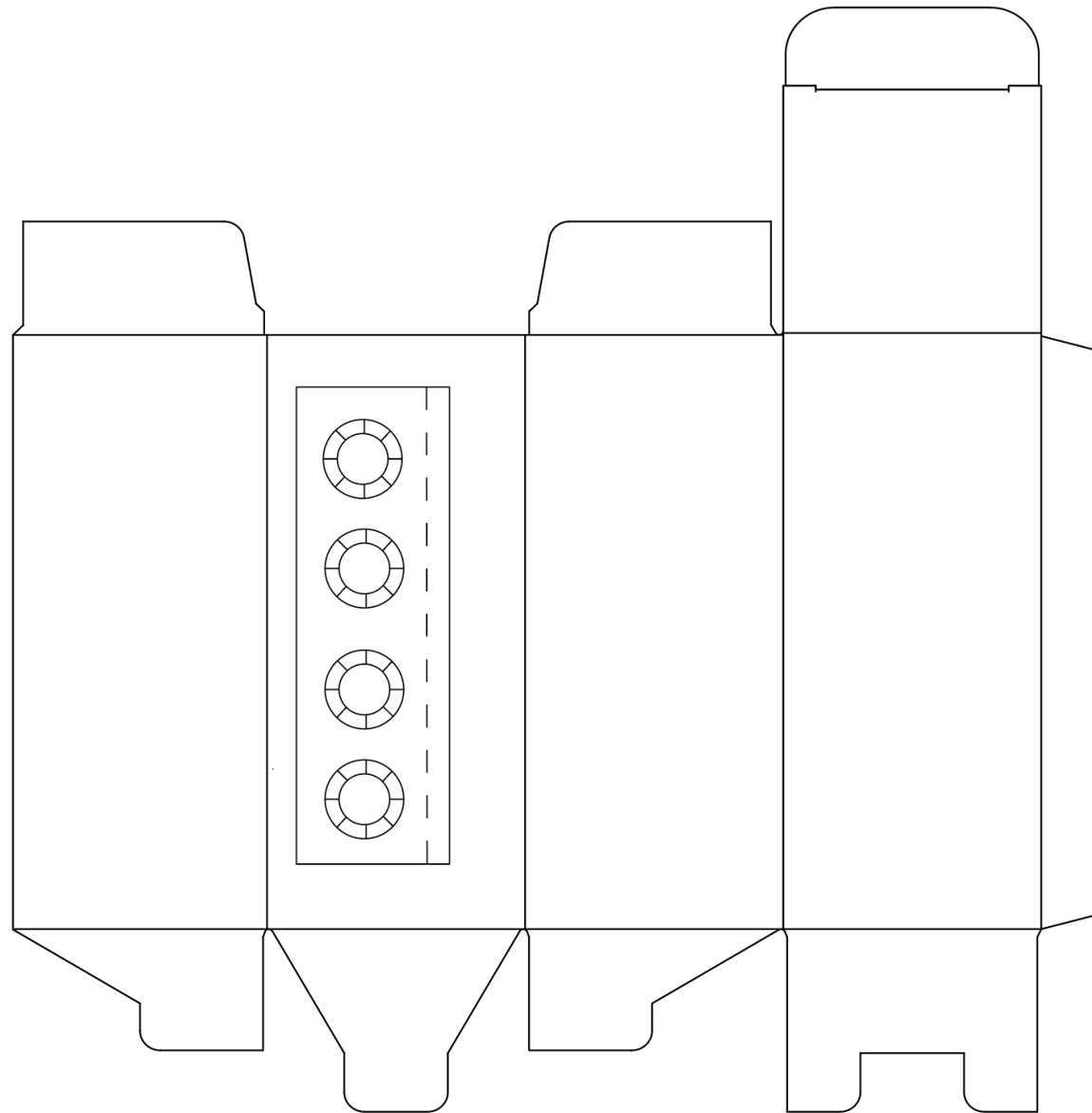
### Weaknesses

- More material needed to construct shape
- Minimal space on panels for information and designs (especially the front panel)
- Need more support to prop up jars (diecut for jars)





# *Chosen Packaging Concept*




# Packaging Graphics Inspiration

Nutrition Facts		Fruit Spread	Honey
Serving size		1 Jar (28g)	1 Jar (28g)
Servings per container		7	1
<b>Calories</b>		<b>70</b>	<b>90</b>
Amount per serving		% Daily Value	% Daily Value
Total Fat	1g	2%	0%
Saturated Fat	0g	0%	0%
Trans Fat	0g	0%	0%
Cholesterol	0mg	0%	0%
Sodium	0mg	0%	0%
Total Carbohydrate	18g	7%	23%
Dietary Fiber	0g	0%	0%
Total Sugars	18g	36%	23%
Incl. Added Sugars	17g	34%	44%
Protein	0g	0%	0%
Vitamin D	0mg	0%	0%
Calcium	3mg	0%	0%
Iron	0mg	0%	0%
Potassium	0mg	0%	0%

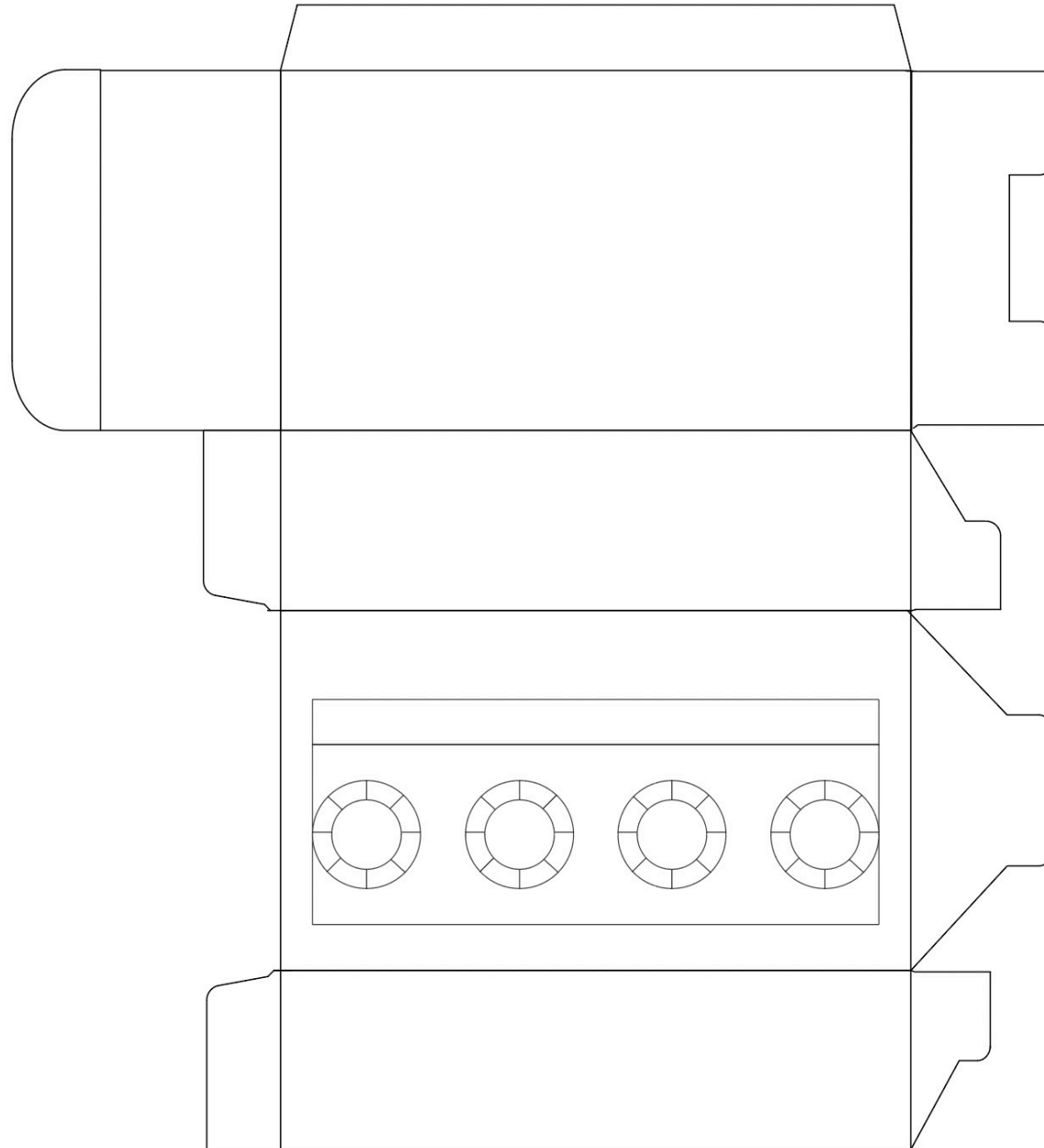
APRICOT FRUIT SPREAD: APRICOTS, SUGAR, BROWN CANE SUGAR, CONCENTRATED LEMON JUICE, FRUIT PECTIN.  
 CHERRY FRUIT SPREAD: CHERRIES, SUGAR, BROWN CANE SUGAR, CONCENTRATED LEMON JUICE, FRUIT PECTIN. AN OCCASIONAL PIT MAY BE PRESENT.  
 FIG PRESERVES: FIGS, SUGAR, BROWN CANE SUGAR, CONCENTRATED LEMON JUICE, FRUIT PECTIN.  
 HONEY: 100% HONEY.  
 ORANGE MARMALADE: SUGAR, BITTER ORANGES, WHITE BROWN CANE SUGAR, CONCENTRATED LEMON JUICE, FRUIT PECTIN.  
 RASPBERRY FRUIT SPREAD: RASPBERRIES, SUGAR, BROWN CANE SUGAR, CONCENTRATED LEMON JUICE, FRUIT PECTIN.  
 STRAWBERRY FRUIT SPREAD: STRAWBERRIES, SUGAR, BROWN CANE SUGAR, CONCENTRATED LEMON JUICE, FRUIT PECTIN.  
 WILD BLUEBERRY FRUIT SPREAD: WILD BLUEBERRIES, SUGAR, BROWN CANE SUGAR, CONCENTRATED LEMON JUICE, FRUIT PECTIN.

Refrigerate after opening. Jars are not for individual retail sale.  
 PRODUCT OF FRANCE  
 Produced by Andre S.M.C., 46130 Blans-sur-Cote, France

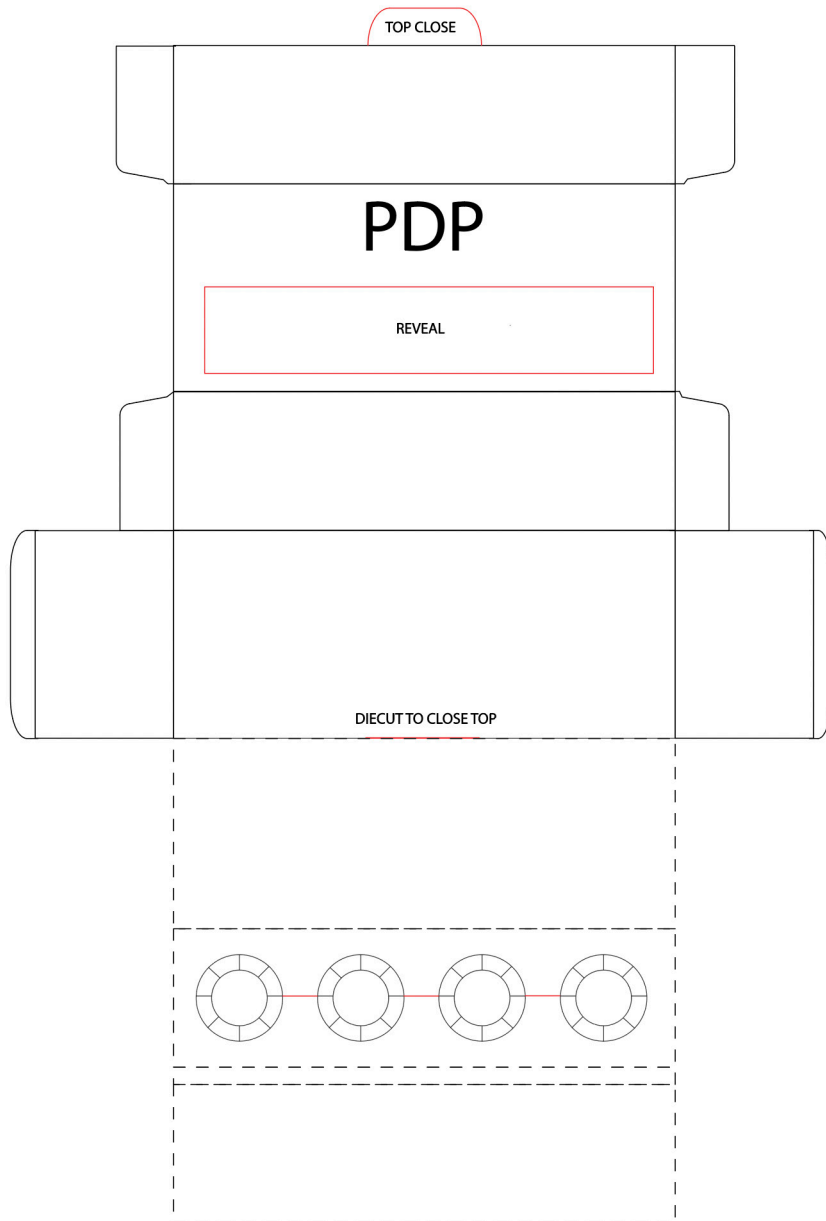
Best if used by:  8 50018 46303 4



# *Dieline Evolution*



# Dieline Evolution





# Dieline Evolution

**Ingredients / Ingrédients**  
 Contient 50% de sucre et 50% de fruits pour 100g de produit fini.

**Ingredients / Ingrédients**  
 Contient 50% de sucre et 50% de fruits pour 100g de produit fini.

4 ± 30g

*Bonne Maman.*

REVEAL

*Blackberry  
Myrtilles*

*Orange*

*Raspberry  
Framboises*

*Strawberry  
Fraises*

*Bonne Maman.*

Product of France / Produits de France

**Nutrition Facts / Valeurs nutritives**

	Myrtilles	Orange	Fraises	Raspberries
<b>Calories</b>	50	50	50	50
<b>Total Fat</b>	0g	0g	0g	0g
<b>Total Sugar</b>	50g	50g	50g	50g
<b>Total Fruit</b>	50g	50g	50g	50g
<b>Protein</b>	0g	0g	0g	0g
<b>Calcium</b>	0%	0%	0%	0%
<b>Iron</b>	0%	0%	0%	0%
<b>Vitamin C</b>	0%	0%	0%	0%

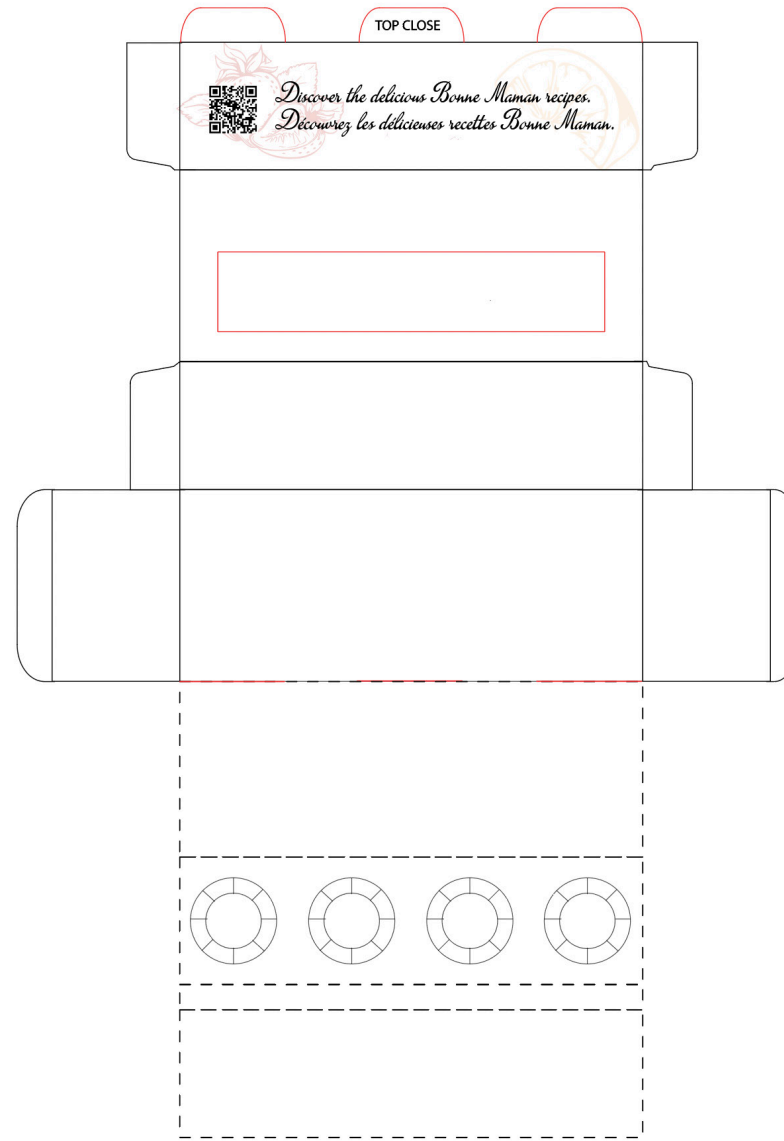
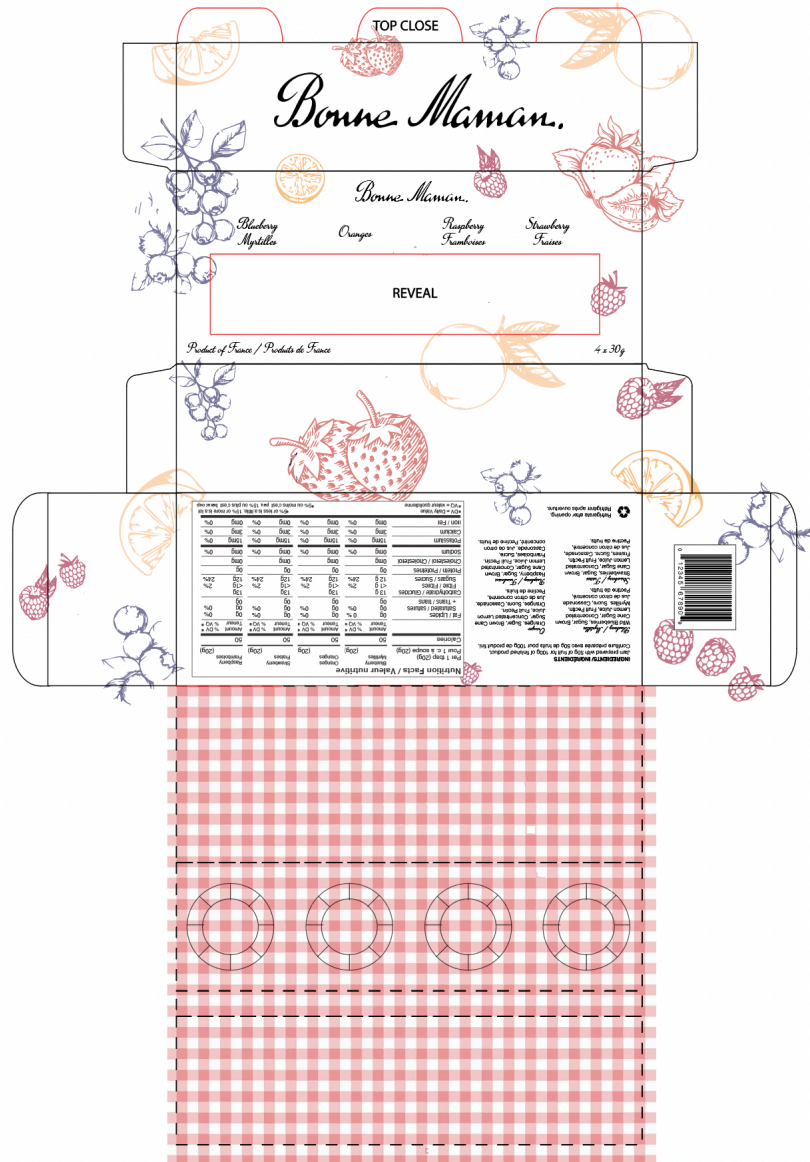
Per 100g (3.5oz) of product. % Daily Values are based on a diet of other people's secrets.

TOP CLOSE

*Bonne Maman.*

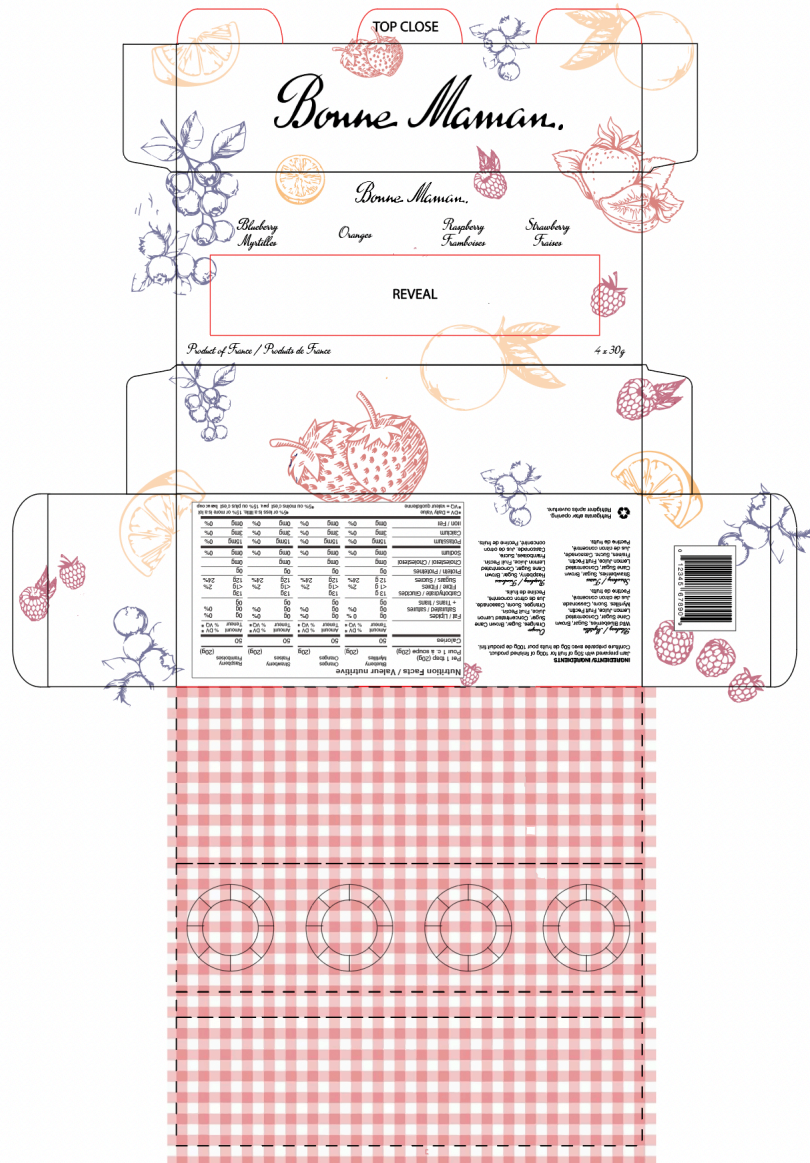
TOP CLOSE

# Dieline Evolution





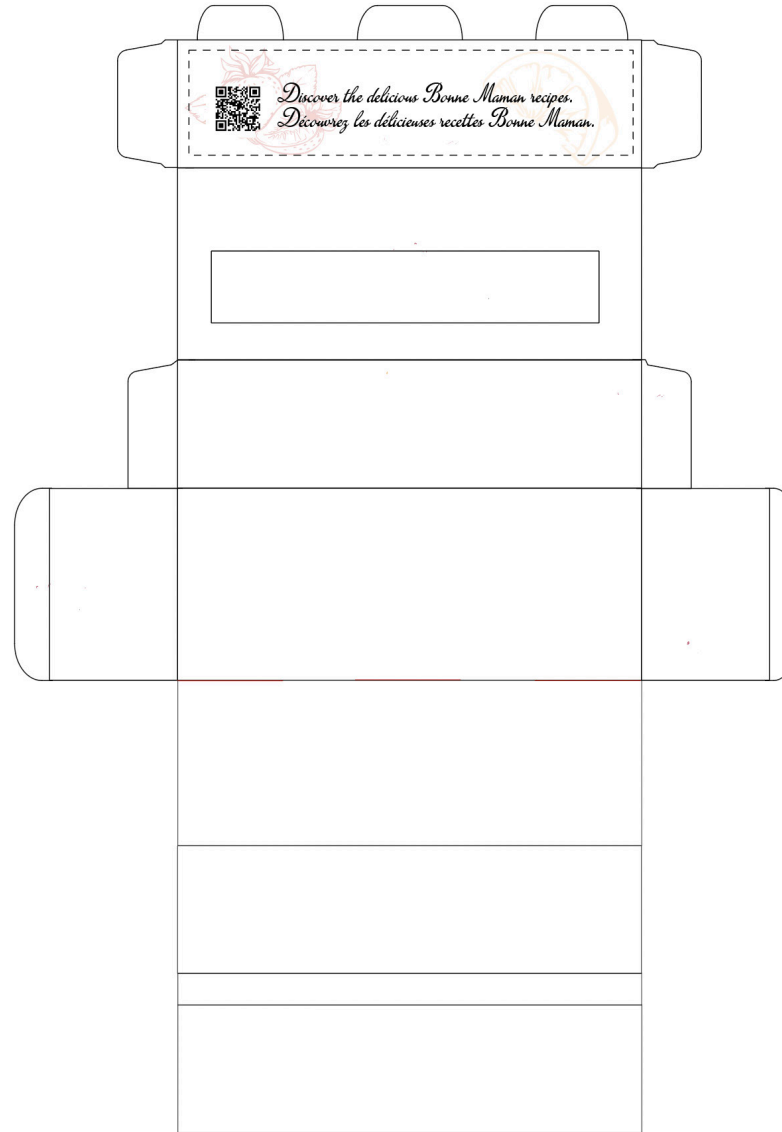
# Dieline Evolution







# Dieline Evolution

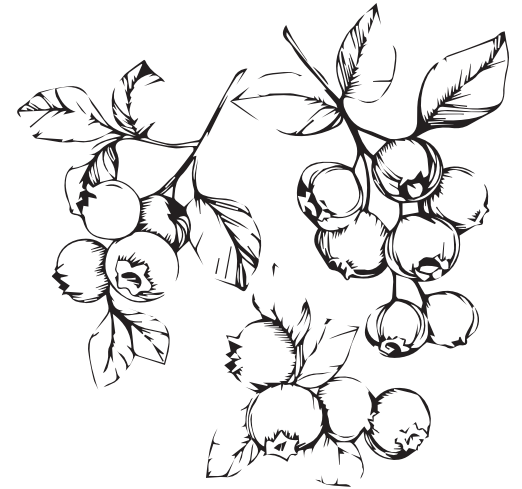
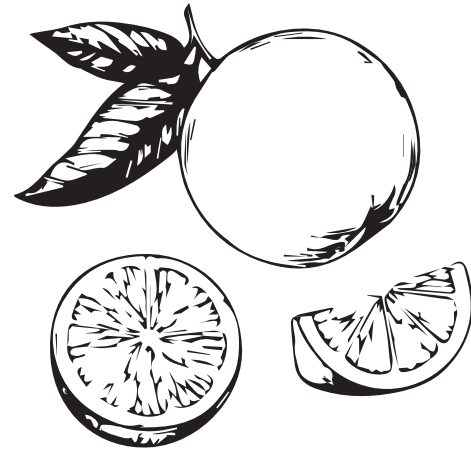


Produit de France / Produits de France 4 x 30g

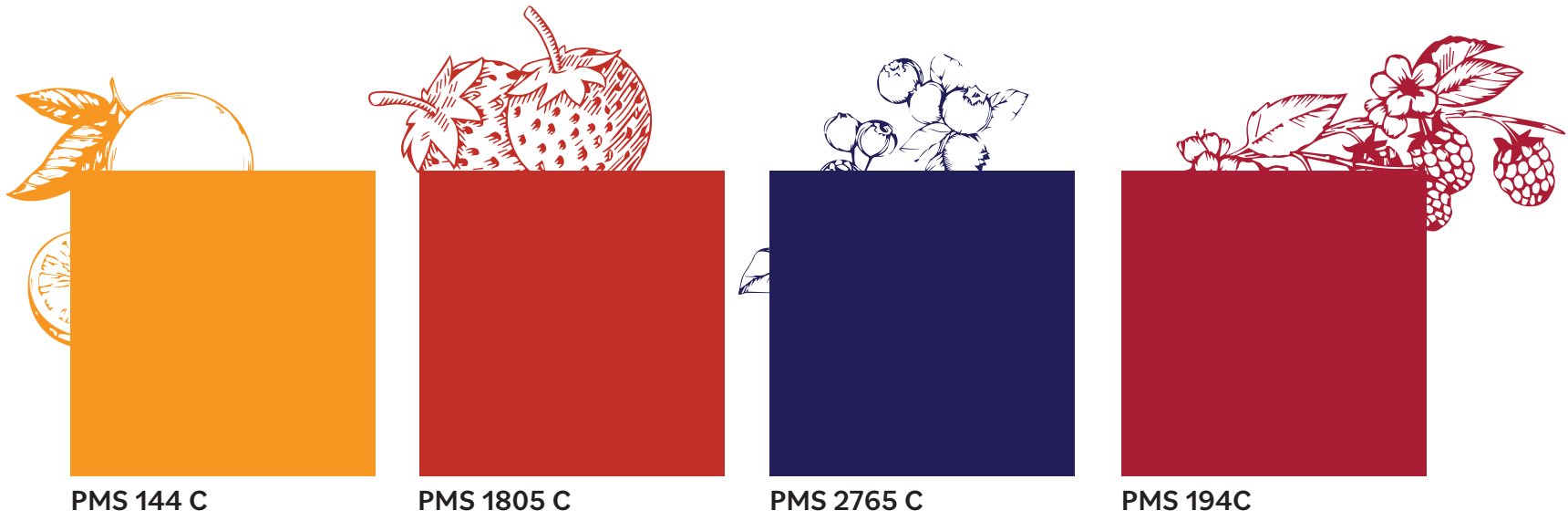
Produit	Net Poid	Poids Net	Poids Brut
Blackberry Myrtilles	30g	30g	30g
Oranges	30g	30g	30g
Raspberry Framboises	30g	30g	30g
Strawberry Fraises	30g	30g	30g

Produit de France / Produits de France

# Graphics & Colour



# Graphics & Colour



PMS 144 C

PMS 1805 C

PMS 2765 C

PMS 194C



# Other Visual Elements

## INGREDIENTS/ INGRÉDIENTS

Jam prepared with 50g of fruit for 100g of finished product.  
 Confiture préparée avec 50g de fruits pour 100g de produit fini.

### *Blueberry / Myrtilles*

Wild Blueberries, Sugar, Brown Cane Sugar, Concentrated Lemon Juice, Fruit Pectin.

Myrtilles, Sucre, Cassonade, Jus de citron concentré, Pectine de fruits.

### *Strawberry / Fraises*

Strawberries, Sugar, Brown Cane Sugar, Concentrated Lemon Juice, Fruit Pectin.

Fraises, Sucre, Cassonade, Jus de citron concentré, Pectine de fruits.

### *Oranges*

Oranges, Sugar, Brown Cane Sugar, Concentrated Lemon Juice, Fruit Pectin.

Oranges, Sucre, Cassonade, Jus de citron concentré, Pectine de fruits.

### *Raspberry / Framboises*

Raspberry, Sugar, Brown Cane Sugar, Concentrated Lemon Juice, Fruit Pectin.

Framboises, Sucre, Cassonade, Jus de citron concentré, Pectine de fruits.

## Nutrition Facts / Valeur nutritive

Per 1 tbsp (20g) Pour 1 c. à soupe (20g)	Blueberry Myrtilles (20g)		Oranges Oranges (20g)		Strawberry Fraises (20g)		Raspberry Framboises (20g)	
Calories	50		50		50		50	
	Amount Teneur	% DV * % VQ *	Amount Teneur	% DV * % VQ *	Amount Teneur	% DV * % VQ *	Amount Teneur	% DV * % VQ *
Carbohydrate / Glucides	13 g		13g		13g		13g	
Fibre / Fibres	<1 g	2%	<1g	2%	<1g	2%	<1g	2%
Sugars / Sucres	12 g	24%	12g	24%	12g	24%	12g	24%
Potassium	15mg	0%	15mg	0%	15mg	0%	15mg	0%
Calcium	3mg	0%	3mg	0%	3mg	0%	3mg	0%

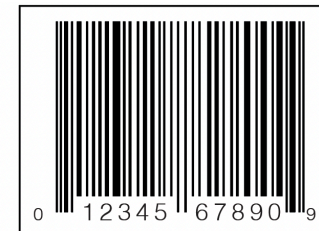
Not a significant source of saturated fat, trans fat, protein, cholesterol, sodium, or iron.  
 Source négligeable de lipides saturés, lipides trans, protéine, cholestérol, sodium et fer.

\*DV = Daily Value  
 \*VQ = valeur quotidienne

\*5% or less is a little, 15% or more is a lot  
 \*5% ou moins c'est peu, 15% ou plus c'est beaucoup



Refrigerate after opening.  
 Réfrigérer après ouverture.





# Final Dieline (outside)

**PROJECT**  
**CLIENT**  
**FORMAT**  
**VARIETY**  
**SUBSTRATE**  
**PROGRAM**  
**COLOUR**

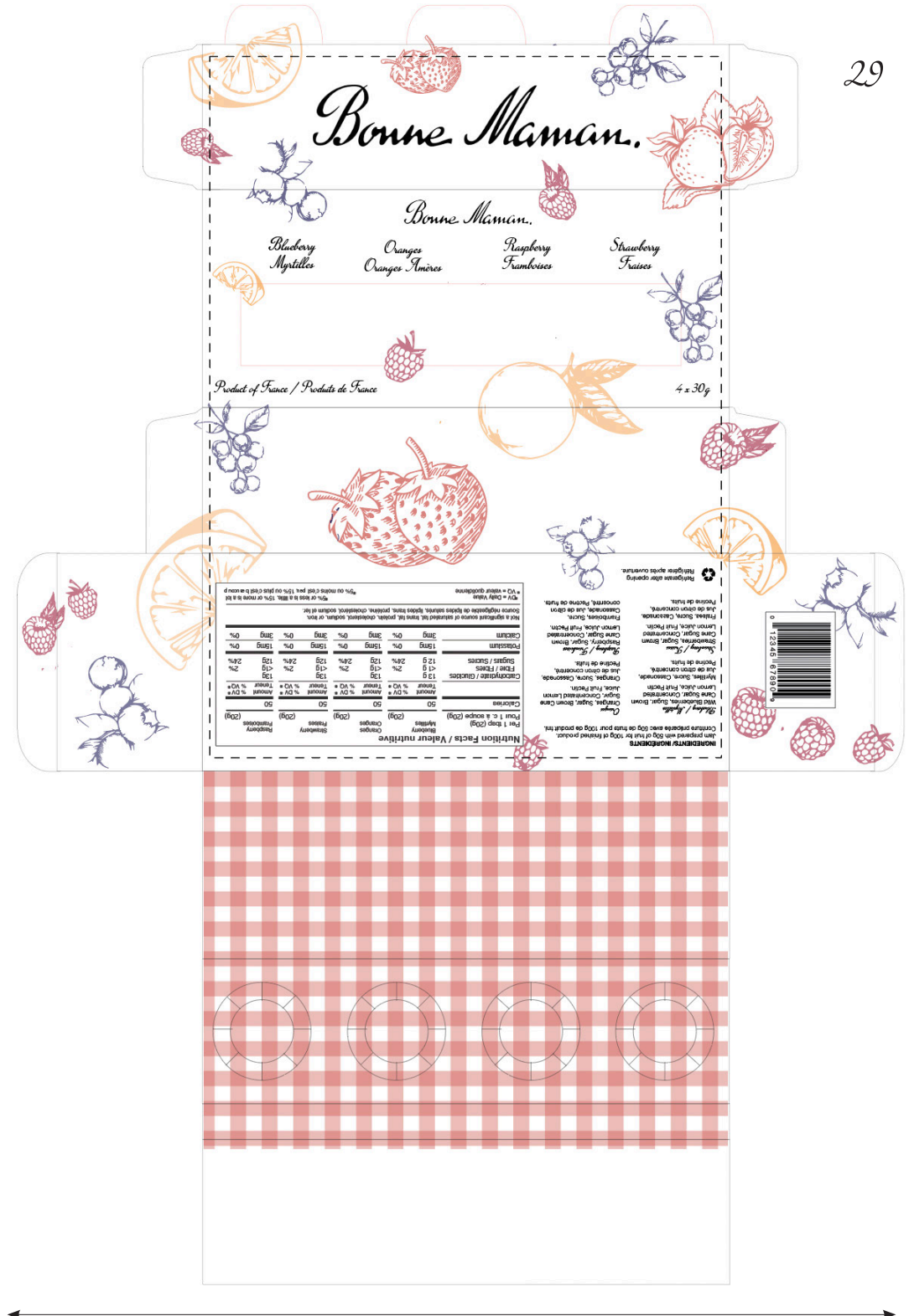
PROJECT 1  
BONNE MAMAN  
12.20 x 17.60 INCHES  
4-FLAVOUR TESTERS  
COUGAR COVER  
ADOBE ILLUSTRATOR

- BLACK
- WHITE
- PMS 194C
- PMS 2765C
- PMS 1805C
- PMS 144C

**DATE**  
**DESIGNERS**  
**CONTACT**

27 FEB 2023  
B. VISCONTI & L.TUNSTALL  
3175189@OCADU.CA

17.60"



———— TRIM  
- - - - SAFETY ZONE

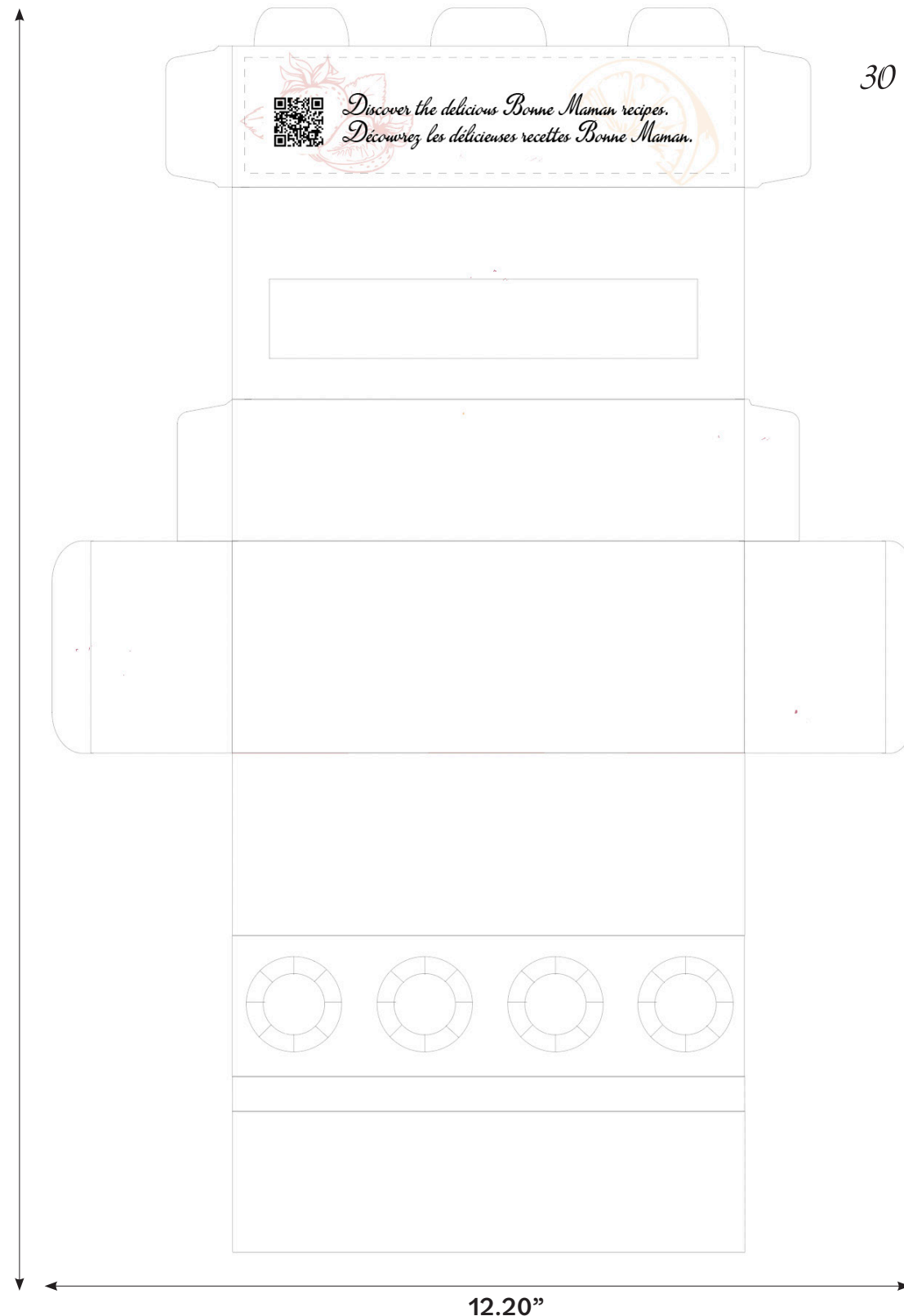
# Final Dieline (inside)

**PROJECT** PROJECT 1  
**CLIENT** BONNE MAMAN  
**FORMAT** 12.20 x 17.60 INCHES  
**VARIETY** 4-FLAVOUR TESTERS  
**SUBSTRATE** COUGAR COVER  
**PROGRAM** ADOBE ILLUSTRATOR  
**COLOUR**  
■ BLACK  
□ WHITE  
■ PMS 194C  
■ PMS 2765C  
■ PMS 1805C  
■ PMS 144C

**DATE** 27 FEB 2023  
**DESIGNERS** B. VISCONTI & L.TUNSTALL  
**CONTACT** 3175189@OCADU.CA

—— TRIM  
- - - SAFETY ZONE

17.60"



30

12.20"

# Electronic Assembly (front)



# Electronic Assembly (back)



**INGREDIENTS / INGRÉDIENTS**  
 Jam prepared with 50g of fruit for 100g of finished product.  
 Confiture préparée avec 50g de fruits pour 100g de produit fini.

**Strawberry / Raspberry**  
 Raisin, Strawberry, Sugar, Brown Cane Sugar, Concentrated Lemon Juice, Fruit Pectin.

**Orange**  
 Oranges, Sugar, Brown Cane Sugar, Concentrated Lemon Juice, Fruit Pectin.

**Strawberry / Rose**  
 Raisin, Strawberry, Sugar, Brown Cane Sugar, Concentrated Lemon Juice, Fruit Pectin.

Nutrition Facts / Valeur nutritive	Strawberry / Raspberry (20g)		Orange (20g)		Raspberry / Rose (20g)	
	Amount / Quantité	% DV*	Amount / Quantité	% DV*	Amount / Quantité	% DV*
Total Carbohydrate / Glucides	10g	2%	13g	2%	13g	2%
Fiber / Fibre	<1g	<2%	<1g	<2%	<1g	<2%
Sugar / Sucre	10g	20%	12g	24%	12g	24%
Protein	15mg	0%	15mg	0%	15mg	0%
Calcium	3mg	0%	3mg	0%	3mg	0%

100% Recycled Paper  
 Réutilisé après ouverture  
 Réutiliser après ouverture



# 3D Prototypes



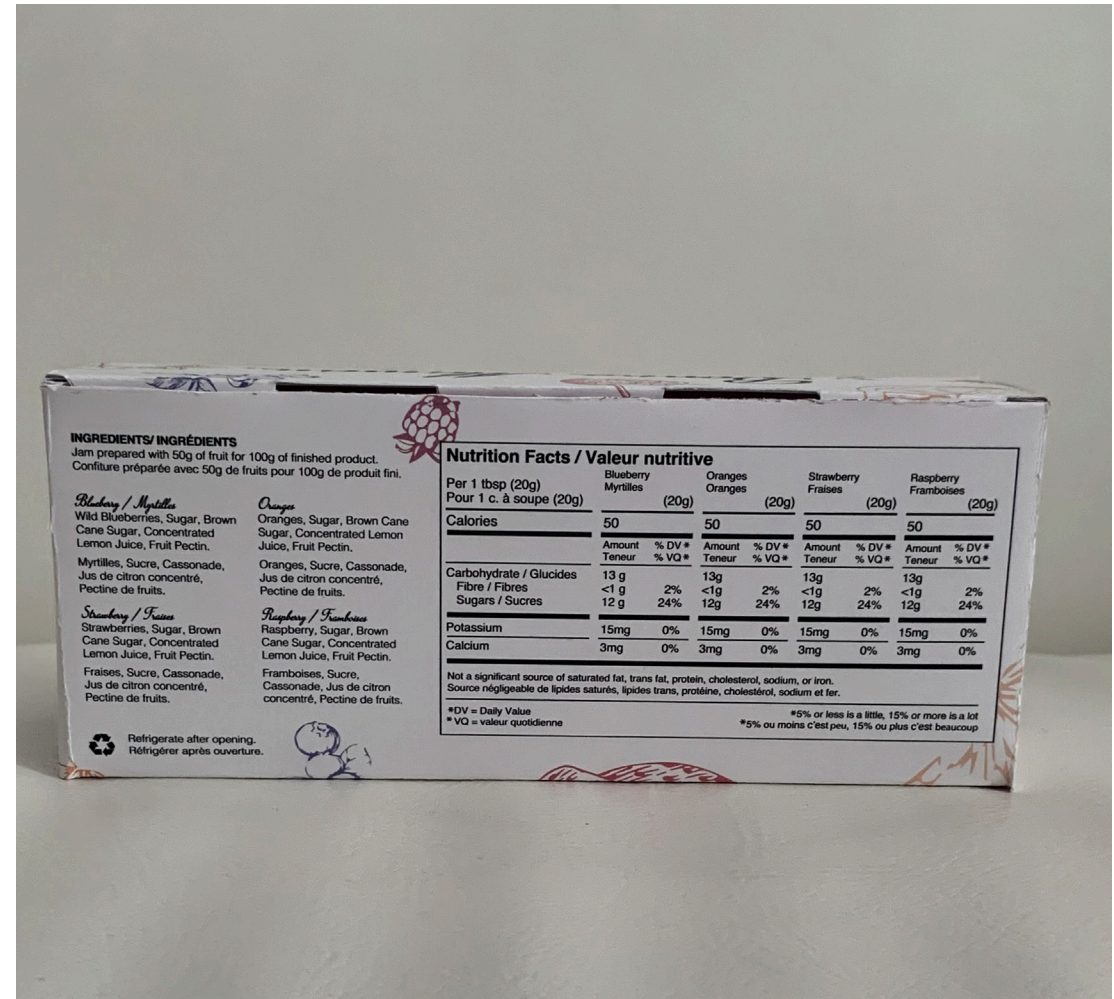


# 3D Prototypes



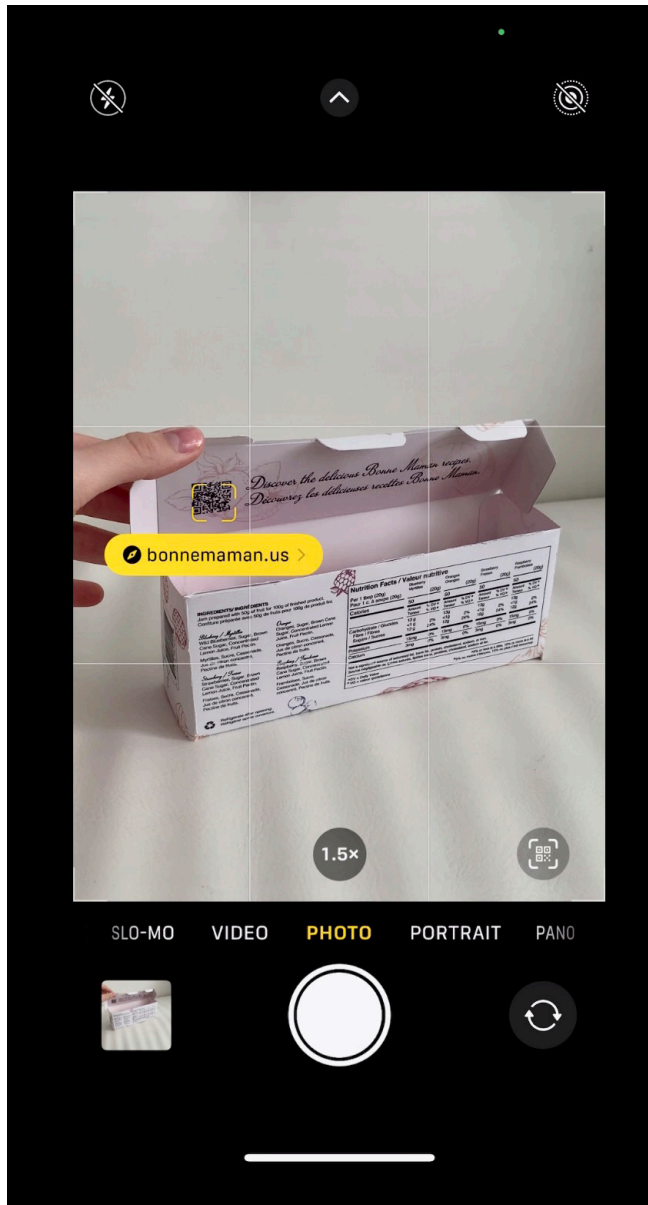


# 3D Prototypes





# 3D Prototypes







*Bonne Maman.*