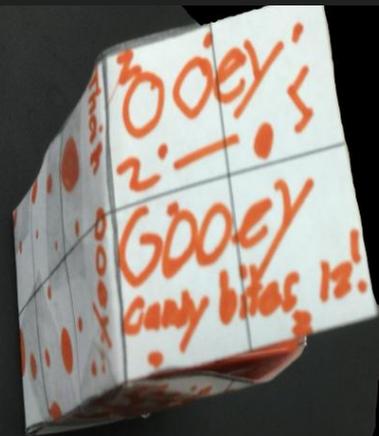


# Ooey-Gooey Candy Bites Wrapper Proposal

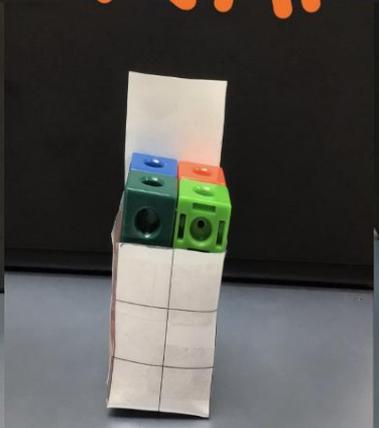
Made by: Preston Zorn and Eli Thomas

## Why This Shape Works!

This shape works because of the incredible stackability, least wrapper used, can fit in many places, and space for artistic design. Also, there is many Eco-Friendly reasons for this wrapper. The next slide will explain this topic.



# ODEY-GOODEY CANDY BOX

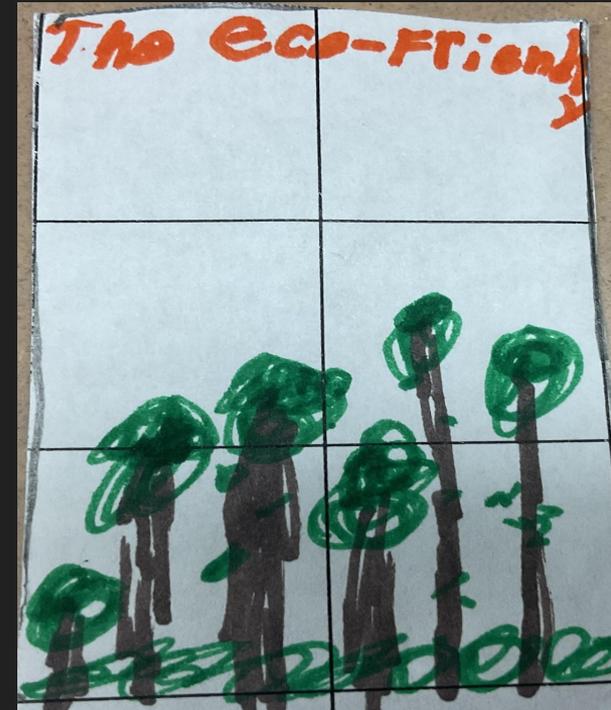


## ECO friendly

You can see that ECO-friendly is mentioned on the wrapper because of the Chocolate's shape makes the wrapper the smallest. It does this because it takes up the least amount of plastic so they support the conservation of the ocean.



# THE OCEAN CLEANUP<sup>®</sup>

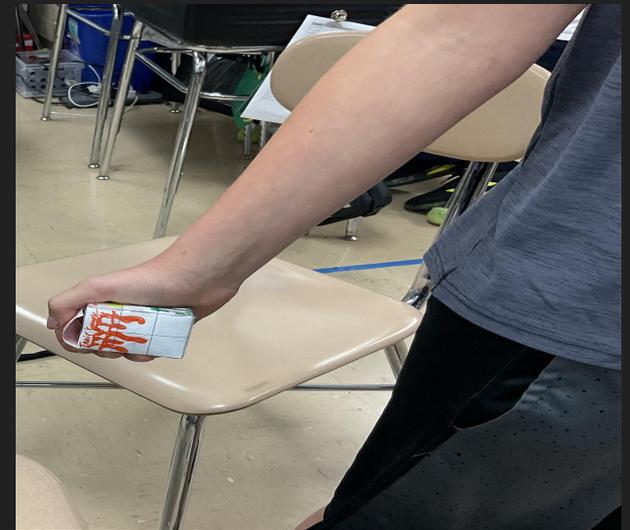


20%

20% of all of the profits made from the Ooey-Gooey Candy Bites 12-Pack Edition, go to the Ocean Cleanup Organization. The wrapper we have decided would be a good fit for the 12-Pack is the smallest plastic amount of all of the other wrappers

## Disadvantages

Some of the disadvantages of the 2x2x3 is that it is a little chunky in your pants pocket, but that lump is not the end of the world and it is worth it to have a tasty chocolate on hand. One other disadvantage of the 2x2x3 is that people assume it's the smallest out of the 4 because of its surface area being the smallest, (even though it's the same as all the others). Although, it is actually one of the best out of the 4 because it is easily hand-held.



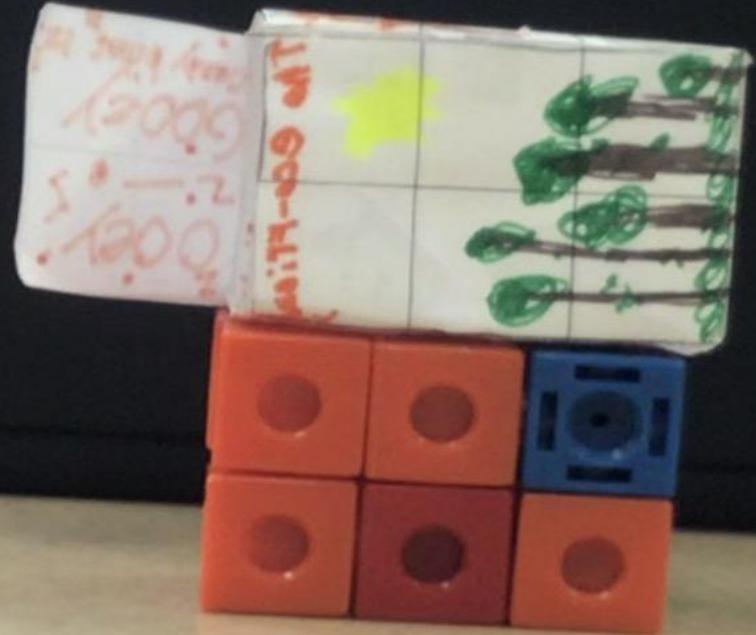
## Why we did the ECO friendly wrapper?

According to Statista.com, 38.5% of consumers in the United States stated that they had purchased green or eco-friendly products within the past twelve months. Some of the pros of ECO friendly products are long term cost savings, environmental protection, and health benefits.



# Stackability

The stackability of this rectangular prism is particularly unique, instead of a  $4 \times 3 \times 1$  or a  $12 \times 1 \times 1$  we have a height of three a length of two which makes it more stackable and sturdier. Some of the things that give us an advantage is that, It can be stacked really easily, very sturdy, neatly stacked, it catches the eye of the customer by that artistic and eco friendly based design, and it has a very pleasing shape, and overall the stackability of the rectangular prism is the best out of the 4 because of its height, length, and width.



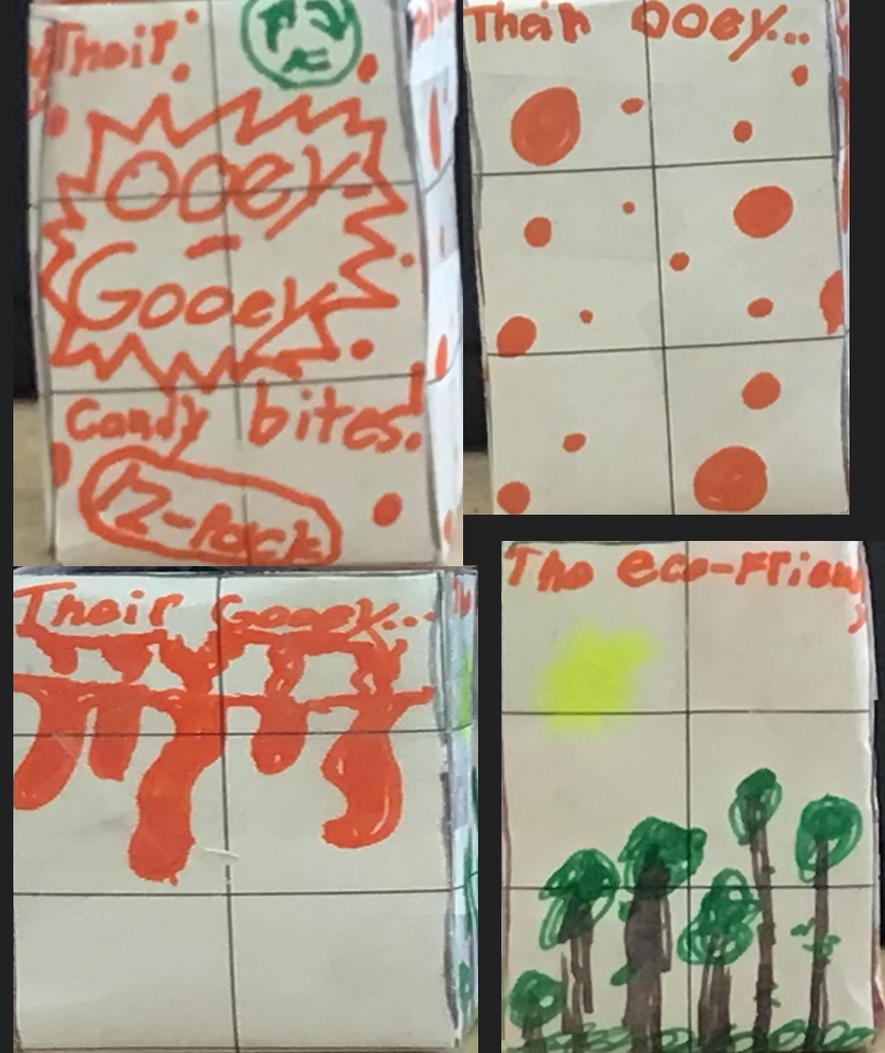
## Portability

The portability with the 2x2x3 is very handy, You can fit it right into your pocket super easily. Sure, there might be a little lump in your pocket, but it is worth it to have a good piece of chocolate in a handy place, and to help the environment.



## Artistic design

The shape that we choose has a lot of artistic freedom when it comes to size. As you can see from the pictures → there is much possibility to illustrate on the wrapper. Also, the bright colors catch your eye when walking through a gas station and the eco-friendly front intrigues people that want to help the planet.



## Economic advantage

Some of the economic advantages of our shape was that the wrapper catches the eye and looks pleasing. One of the other advantages of this type of shape is that, like we stated on the artistic slide, we had a lot of artistic freedom. One other advantage is that it is portable and stackable. One last advantage is that our design has the smallest amount of wrapper used so that saves money so our company can put more money into making our candy delicious and it keeps from putting trash back into the ocean.

Thank you for listening to our presentation on why we think the  $2 \times 2 \times 3$  is the best size of candy wrapper.

*The End*

CHOCOLATE CANDY Bites

Soon  
coming  
Ooey-Go  
oey  
chocol-  
ate  
bites  
24  
pack!  
Coming  
soon to  
a store  
near  
you!

