



Ooey - Gooey

BY: DILLYN HINES AND FRANCES JACK

The background is a complex marbled pattern of pink, red, and white. The colors are swirled and blended together, creating a fluid, organic texture. The white areas are interspersed with various shades of pink and red, ranging from light blush to deep, rich reds. The overall effect is reminiscent of marbled paper or a liquid paint pour.

Flavors

White cubes: white chocolate with a caramel filling (ooey)

Red cubes: milk chocolate with a filling of strawberry cream (gooey)

The Pros

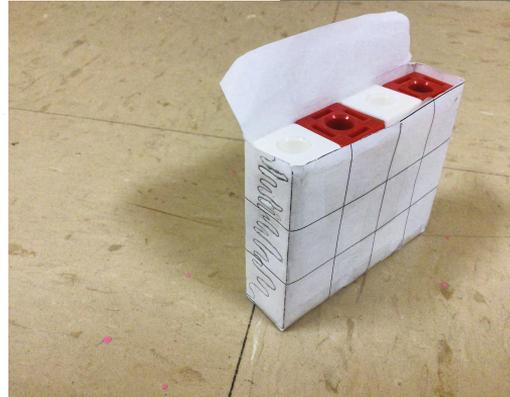
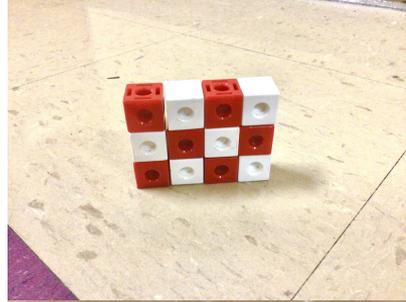
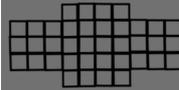
1. It is portable in pockets, purses, and cars gloveboxes
2. It has the second smallest surface area so it is the second cheapest option.
3. It is easy to stack on a shelf of a grocery store of its size and shape.
4. Many different flavors
5. Isn't very heavy
6. Good to eat as snack or dessert



Artistic designing pt 1



The process:



Artistic designing pt 2

How our design matches our chocolate:

Our wrapping is red and white like our chocolate. On the sides there are drops of brown which symbolizes the ooey Carmel. The marble on the logo is showing the mix of flavors in the chocolate.

Economic advantages



Even though there is a wrapper that will cost less money due to the smaller surface area, our rapper has a bigger front that can be used to display the logo larger and will be more eye catching. With this logo, it will cause more people to see it glowing on the shelves and they will want to buy it over a candy with a small logo that they can barely see on the shelves. With the surface area being 38 square units, it will cost less to produce over the 50 square unit 12x1x1 chocolate bar or the 40 square unit 6x2x1 chocolate bar. With the design we chose, it will be a cheaper investment compared to others and will be sold faster with the logo glowing on the shelves.

Ecological advantages

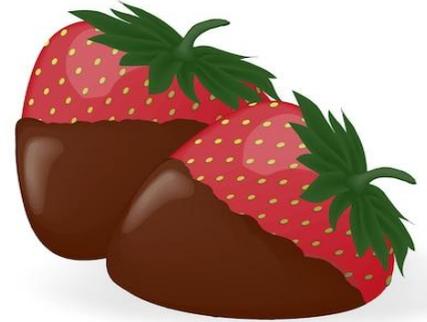
Our wrapper is like no other in the business. Ours is biodegradable! Instead of our packing being plastic, it is eco friendly and starts breaking down instead of sitting in a landfill!

Portability

Our bar has a design that can fit in pockets, purses, and in a car glove box, though, with that last option, we cannot guarantee that it will not melt in there. Also, if you like justice, our bar looks similar to a phone's shape at first glance when put into a pocket, it will look like the shape of a phone. With this, a robber might try and steal it just to find a (maybe slightly melted) Ooey Gooey chocolate bar. At least they will now have a scrumptious bar with a mouth watering taste!



Stackability



Our design is one of the hardest to break. When you are in a store, people will touch them, but then drop them, throw them in a bag, after all of that, it will be broken with most other designs. It won't break easily unlike the 12x1x1 or the 6x2x1, ours will stay intact. The hardest to break would be the 3x2x2, but ours will allow to have more in stock but if you choose ours, you might need a lot in the store's storage because they will be flying off the shelves!

Prices

If you were to choose our design, the price of this 12-pack would be \$3.99. With this, they will see that the price for 12 1-packs is more than a 12-pack and buy more of those instead, giving the company more money.