

Grimm's Cottage

Team Side A

Sofia Santiago, Edda Chartier, Ian Field, Cameron Pereira, Bella Hope

RIT x FutureBrand

Table of Contents

Meet the Team

Project Overview

Market Research & Takeaways

Landscape & Competative Analysis

Survey & Target Audience

Packaging Concepts

Imagery Planning

Style Desicions

Final Packaging

Meet the team!

Our team consists of 5, 4th year graphic & industrial design students.

Meet the team!



Sofia Santiago
Graphic Design



Edda Chartier
Graphic Design



Cameron Pereira
Graphic Design



Ian Field
Industrial Design



Bella Hope
Industrial Design

Project Overview

Cassette tapes are a thing of the past.

How can this older technology be reintroduced to the market in a way that either intrigues younger audiences or delights nostalgia enthusiasts who grew up listening to music or media this way?

How can a memorable unboxing experience for a set of cassette tapes be created in a way that captivates a present-day audience of the group's choosing?

Objectives

- Create a memorable unboxing experience for a set of 3 cassette tapes
- Create new cassette tape brand at major retailers, both in physical brick-and-mortar stores and online
- Create variants and packaging that appeal to our target audience
- Come to market with a collectable gift box set including 3 different cassette tapes

Considerations

- How do you convince our target market to go back to listening to music on a tangible device?
- Packaging must be sustainable and/or recyclable and contain NO plastic
- All 3 cassettes must be connected by a common theme, like artist, genre, era, soundtrack, or any other auditory category you come up with
- Must avoid the simple rectangular box shape—needs to be much more unique, different and memorable
- Think about how the cassettes will be displayed and protected in the main package, without the use of foam or plastic

Why audiobooks?

- Encourage screen free learning and activities
- Supported reading for younger audiences
- Broadens and creates interest for older technology
- Began with audiobook concept and narrowed down audience to children for style direction and to reintroduce older tech to younger audience

Market Research

Store audits, online market availability
overview and takeaways.

Market Research: In-Store Cassette Options

Record Archive



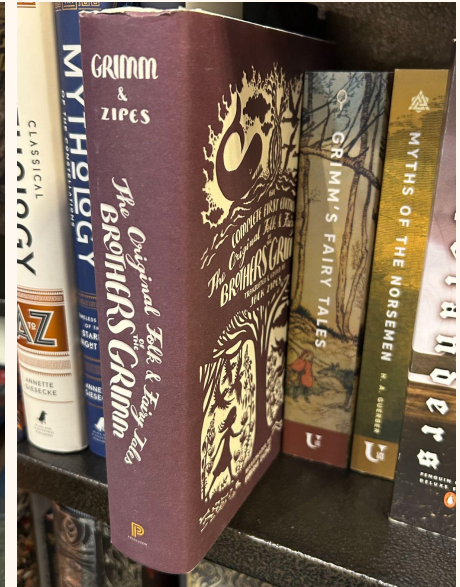
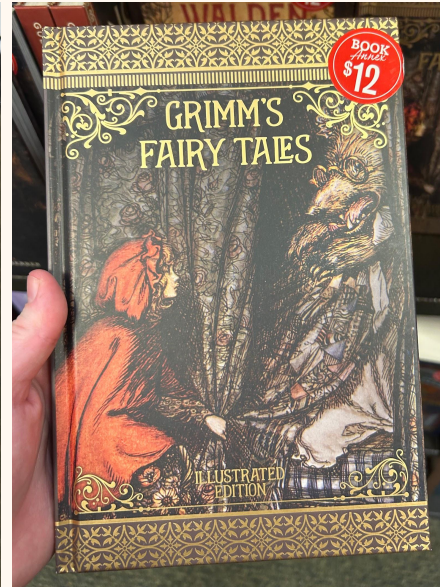
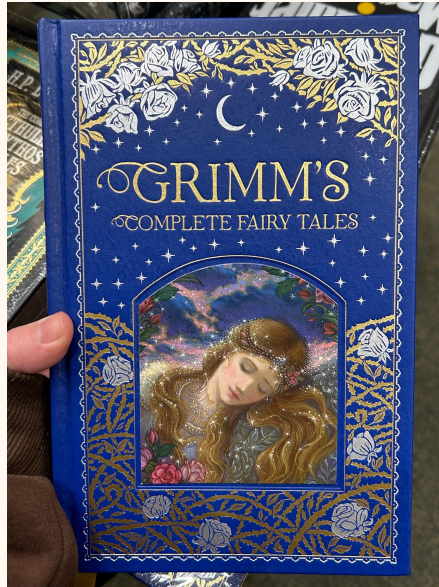
Market Research: In-Store Display Options

Barnes & Noble



Market Research: In-Store Book Options

Barnes & Noble



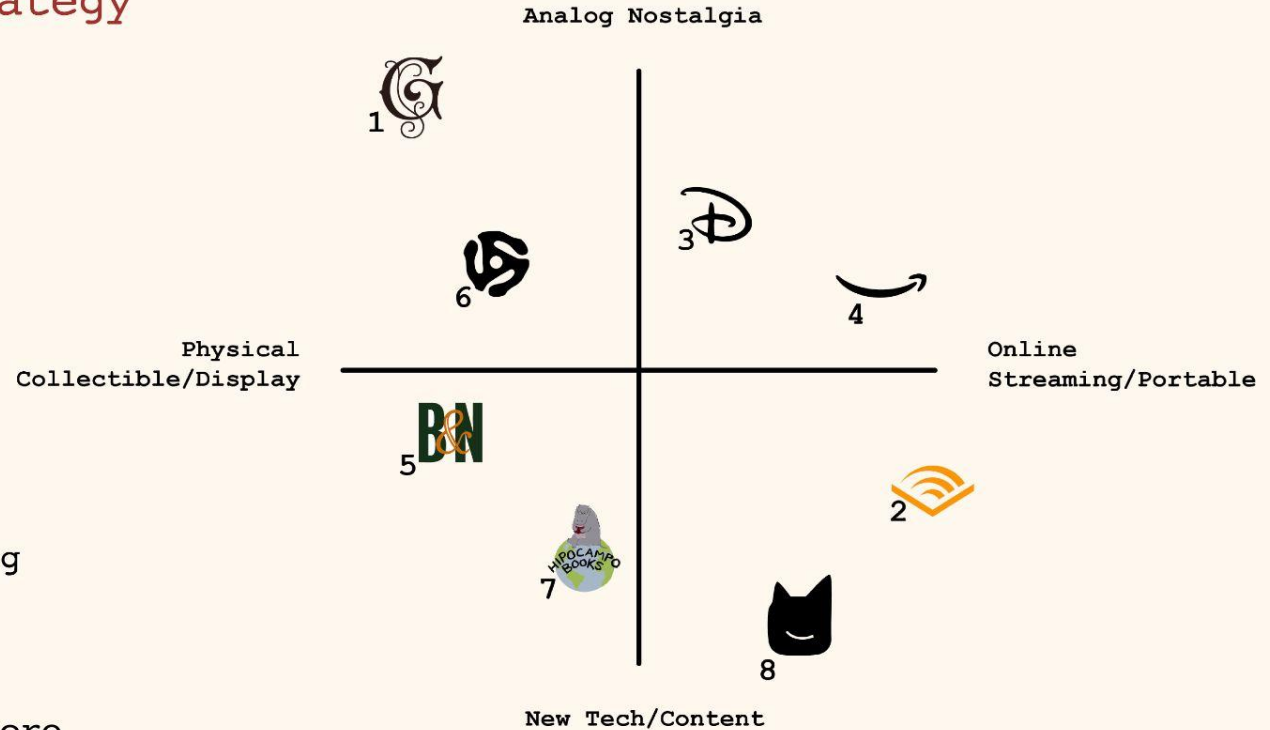
Market Research Takeaways

- No existing modern market found for cassette tapes for children's audiobooks outside of secondhand sellers or online options
- Most books and CDs are found mostly for purchase online, primarily on specialized children's and teaching websites
- Limited audiobook selections for children; most popular retail options are digital, not analog
- Analog audiobooks are not carried in most bookstores, many being for special order

Landscape & Competitive Analysis

SWOT Analysis: Positioning and how we plan to stand out.

Positioning Strategy



- 1 - Grimm's Cottage
- 2 - Audible
- 3 - Disney Read Along
- 4 - Kindle
- 5 - Barnes & Noble
- 6 - Record Archive
- 7 - Hipocampo Bookstore
- 8 - Tonies

SWOT Analysis

Strengths

- Play on nostalgia
- Disconnected from internet
- Helps kids to read

Weaknesses

- Less convenient/portable
- Older technology (outdated)

Opportunities

- Collectible (product extension)
- Physical ownership
- Independent play

Threats

- Subscription services
- Streaming online

How We Plan to Stand Out

By bringing Audio Cassette Books back to the mainstream market using the classic stories of Grimm's Fairy Tales.

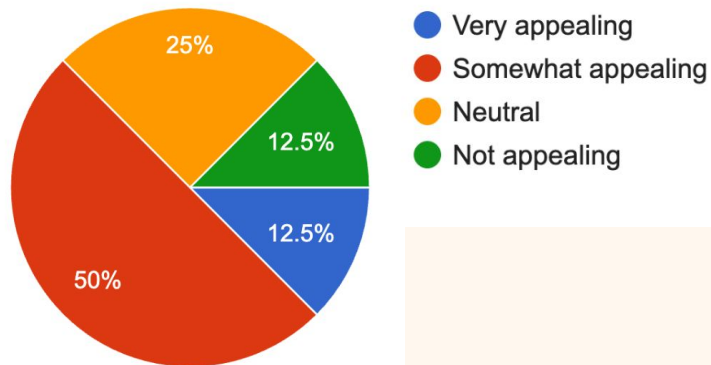
By creating a set of audiobooks that is meant to be a collectible piece for children to enjoy, it will ***allow for a tactile storytelling experience that can be held, collected, and played with.***

Survey & Target Audience

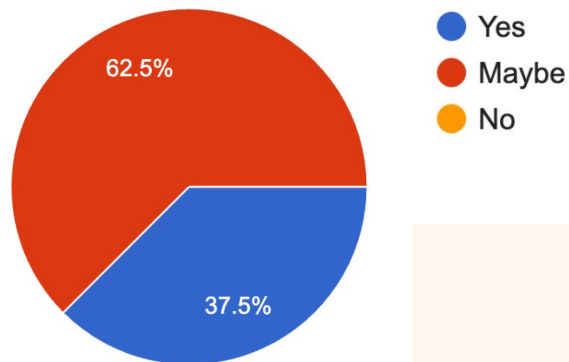
A Google form was sent to parents with children ages 8-11 to gather information about preferences, audiobook usage, packaging and shopping habits. About 8 responses were collected.

Target Audience: Survey Results

How appealing is screen-free, physical audio media for your child?

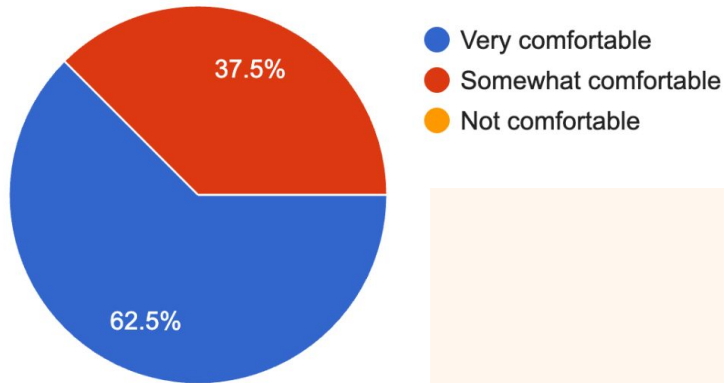


Would a memorable unboxing experience make you more likely to purchase a children's audiobook gift?

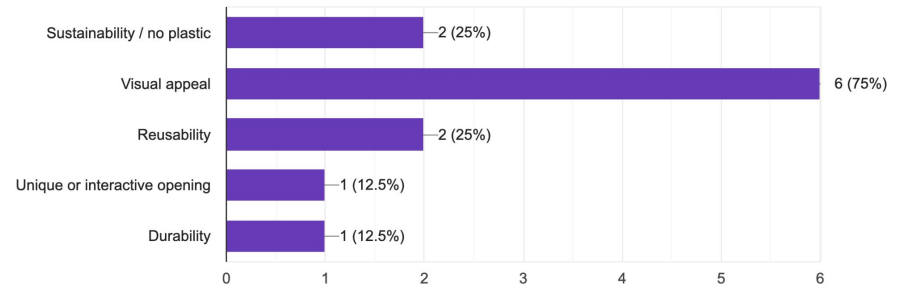


Target Audience: Survey Results Cont.

How comfortable are you with the traditional Grimm's fairy tale themes (danger, consequences, and moral lessons) for your child?



Which packaging qualities matter most to you? (Select up to 2)



Target Audience: Primary Audience

Parents of children ages 8-11 (35-50 years)

Buying for their children, benefit of a screen-free, independent, and educational entertainment.

"Nostalgia plays a powerful role, evoking emotional connections for adults who treasure memories of their childhood. "*

"Millennials are in a position to purchase items for their children, other people's children, themselves and gifts for friends and family members."*

* [Mintel](#)

Target Audience: Secondary Audience

Older Elementary (8-11 years)

Age range for read-along stories and interested in Grimm Fairy Tales, can influence the purchasing decision of adults.

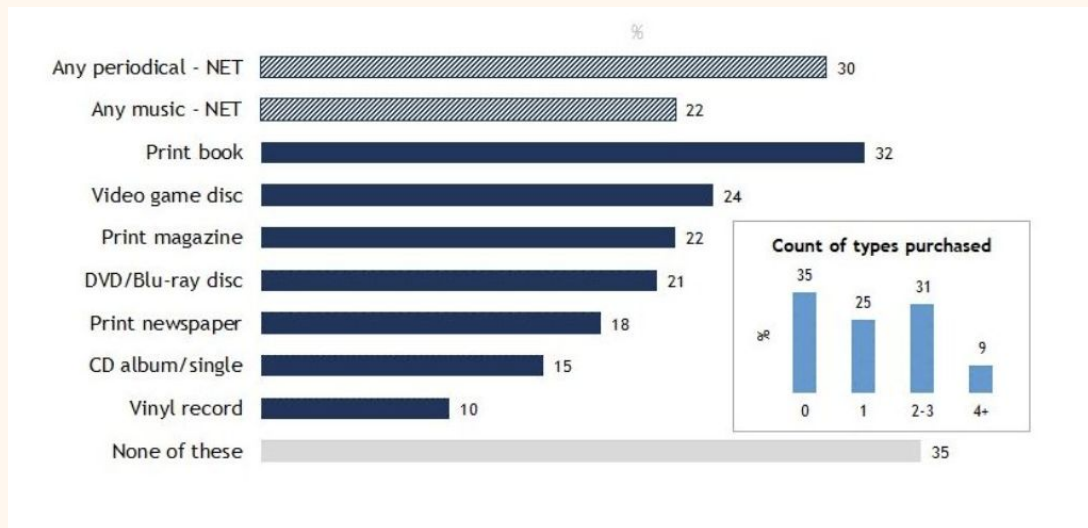
"For older elementary kids, 25-30 minutes of reading is the perfect length."*

"At this stage, they are all about independence and choice. Books with more complex themes capture their interest."*

**[Charlotte Glaze - Children's book Author/illustrator](#)*

Target Audience: Buying Habits

Physical media purchases in the last three months and count of types, 2023*



*[Intel](#)

Packaging Concepts

Material investigation, packaging sketches,
form mockups and ideation, and dielines.

Material Investigation



Solid Bleached Sulfate
Premium Perceived Value

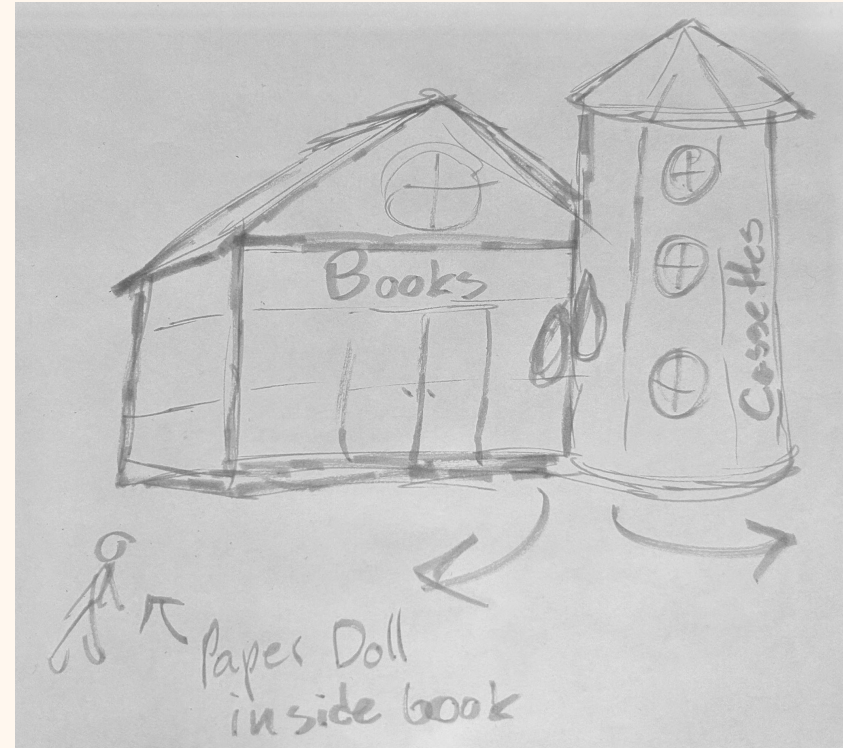
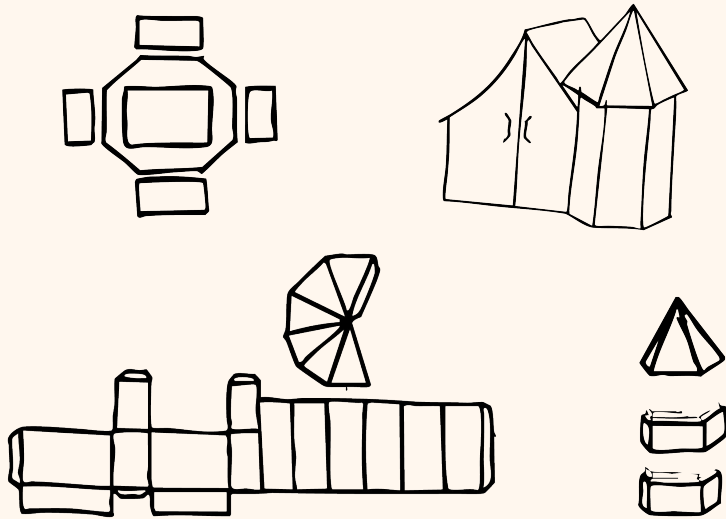


Hemp Folding Board
Sustainable, Tactile,
Structural

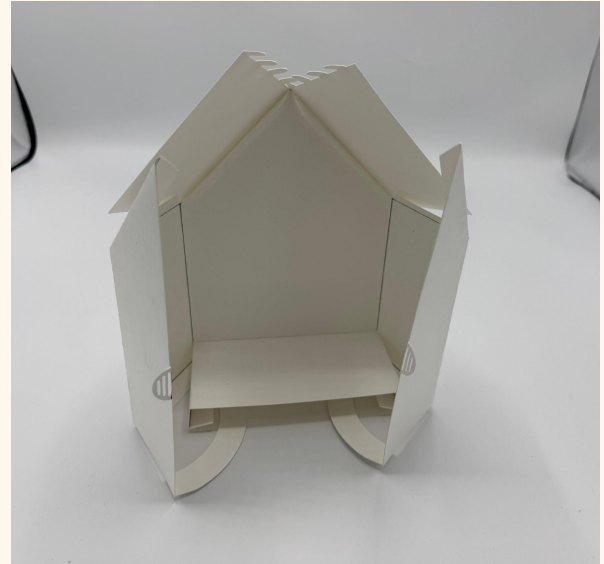
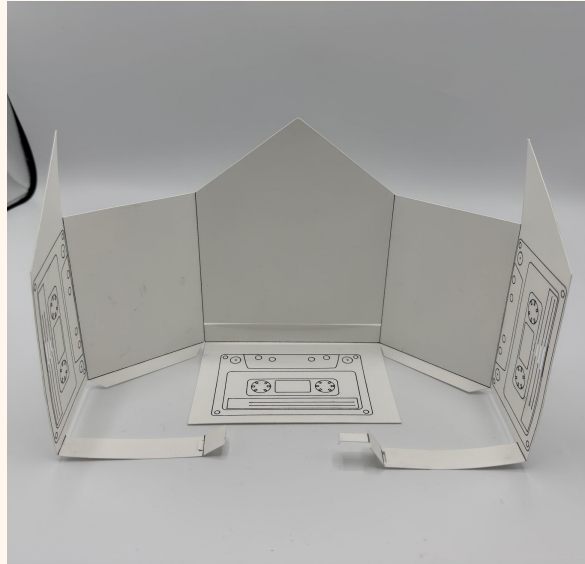


Wood Veneer
Carbon Negative, Premium

Packaging Sketches



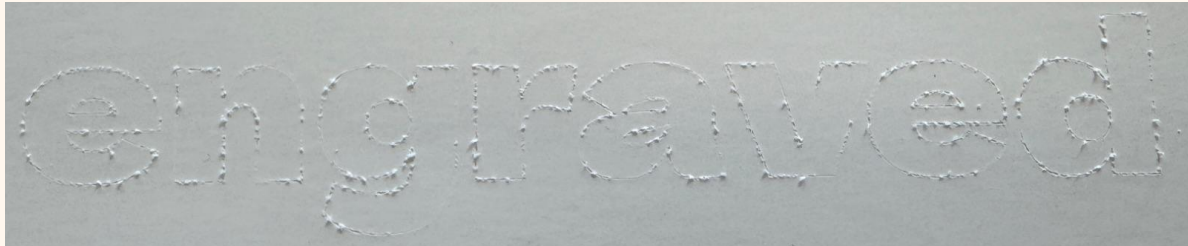
Form Ideation



Paper Prototyping



Concept Expansion: Texturing



Packaging Concept Sketches



Imagery Planning

Imagery style and packaging moodboards, type and color studies, branding and graphics.

Color Study: Exploration

Exploration 1



Exploration 2



Exploration 3



Type Study

Headlines

Green Fairy Dots Combo   

GRIMM'S CASSETTE READER

Cassette Audio Book

Luminari

Amador Regular   

Grimm's Fairytale

P22 Ringwell Regular

grimm's cottage

Body Copy

Courier

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation

New Spirit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie

Roca

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel

Moodboards: Imagery and Packaging Style



Style Decisions

Material investigation, packaging sketches,
form mockups and ideation, and dielines.

Chosen Stories and Music

Side A - Grimm's Fairy Tales Stories Audiobook

- Hansel and Gretel
- Frog Prince
- Little Red Riding Hood
 - All stories containing houses or cottages of sorts

Side B - Environmental music to read along
independently

Play when someone is reading the story and does not
desire the audiobook voice over

Grimm's Cottage

Naming and Branding

Logo Variations

Grimm's
Cottage



Grimm's Cottage

Typography: P22 Ringwell Headline

ABCabc123

Courier
Body Copy

ABCabc123

Color

#fef8f1 Pantone Cloud Dancer #F0EEE9 CMYK 0, 2, 4, 0 RGB 254, 248, 241	#261b19 Pantone 419C #22322 CMYK 62, 70, 67, 76 RGB 38, 27, 25	#c0bb9e Pantone 453 C #BFBB98 CMYK 25, 21, 42, 0 RGB 192, 187, 158	#626c5a Pantone 4193 C #62685A CMYK 61, 42, 65, 22 RGB 98, 108, 90	#5C7E51 Pantone 2265 C CMYK 66, 32, 79, 15 RGB 92, 126, 81	#cea05e Pantone 4025 C #D7A048 CMYK 15, 39, 78, .5 RGB 206, 160, 94	#A84544 Pantone 4062 C CMYK 25, 83, 71, 14 RGB 168, 69, 68	#674568 Pantone 6073 C CMYK 62, 79, 36, 19 RGB 103, 69, 104
--	--	---	---	---	---	---	--

Final Packaging

Final dielines, graphics and photos.

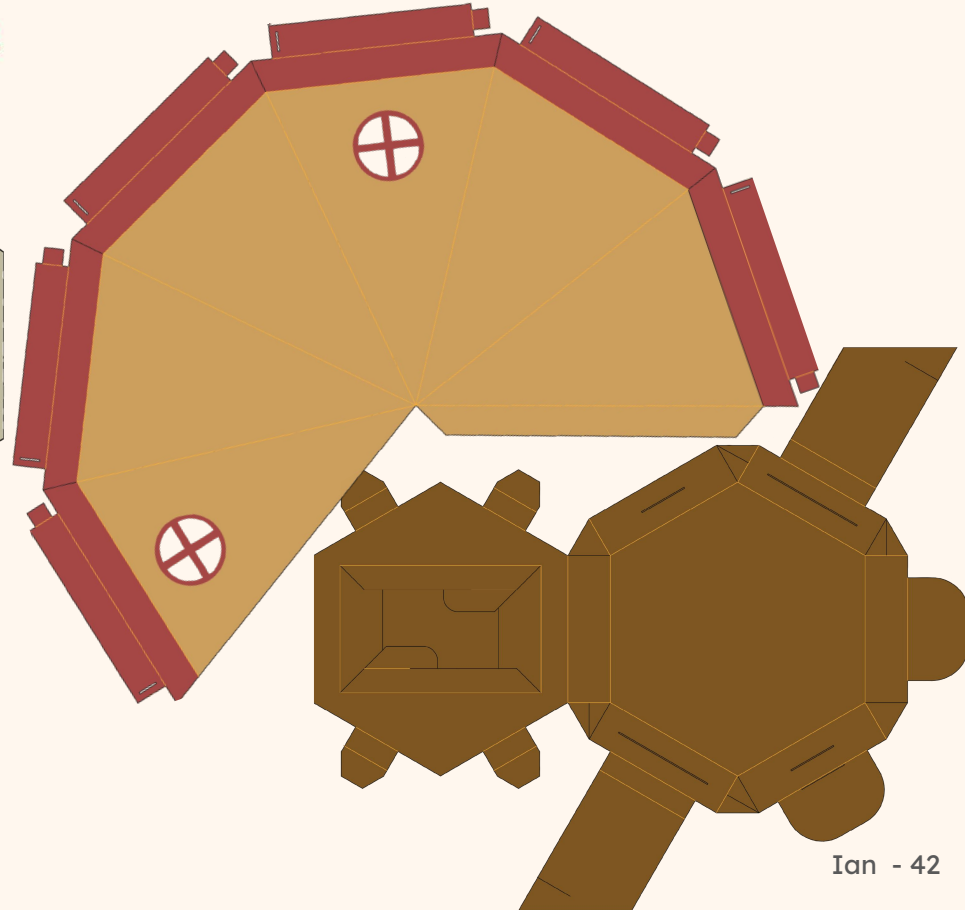
Final Form



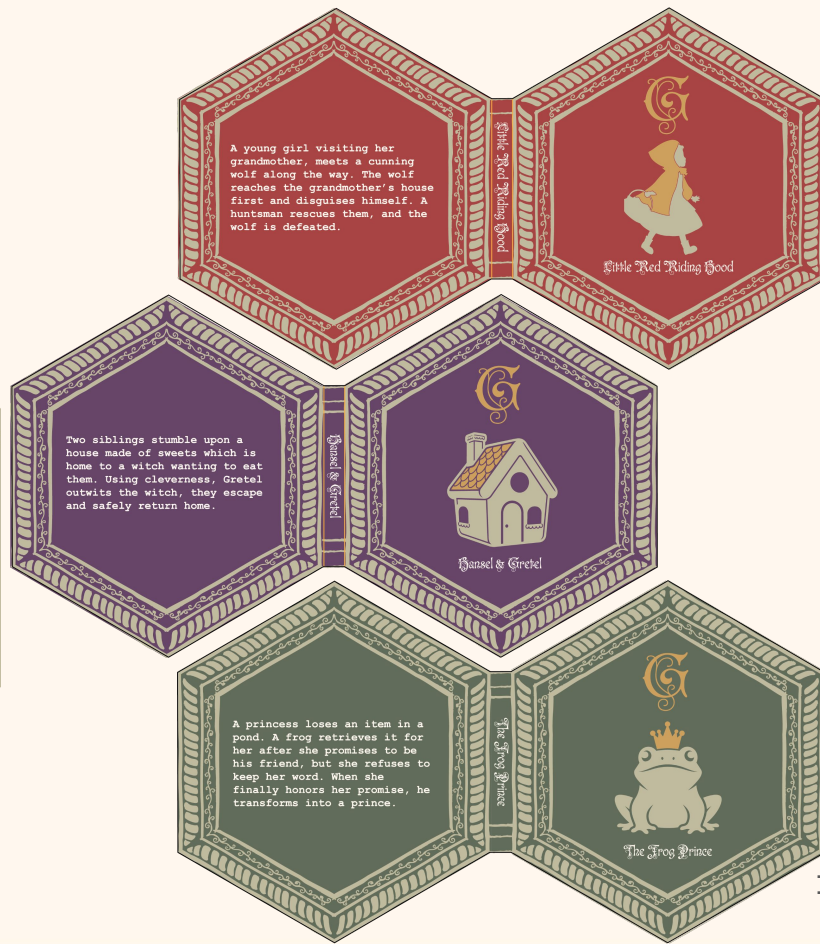
Final Form: Render



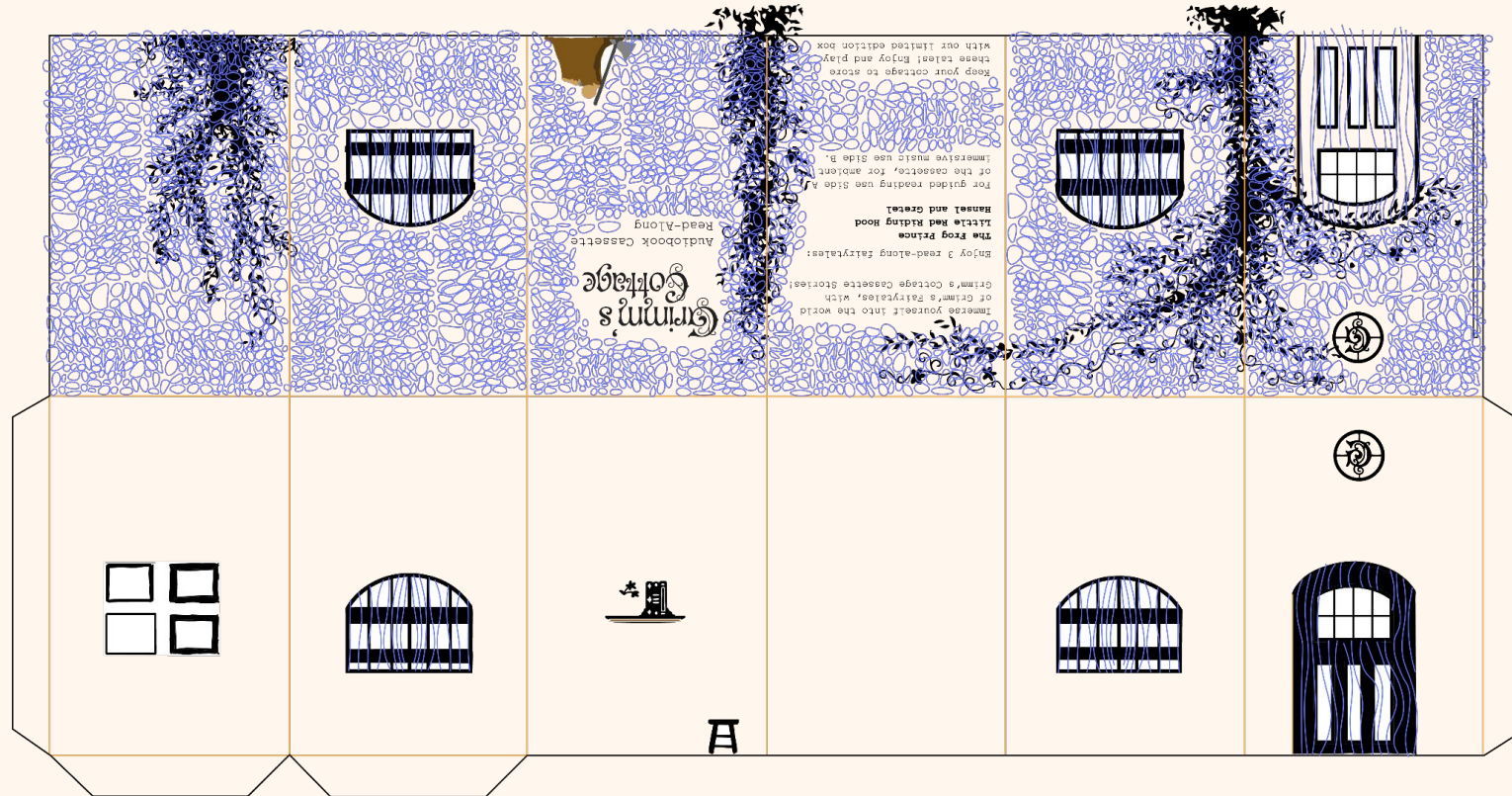
Final Form: Graphics Flat Plan



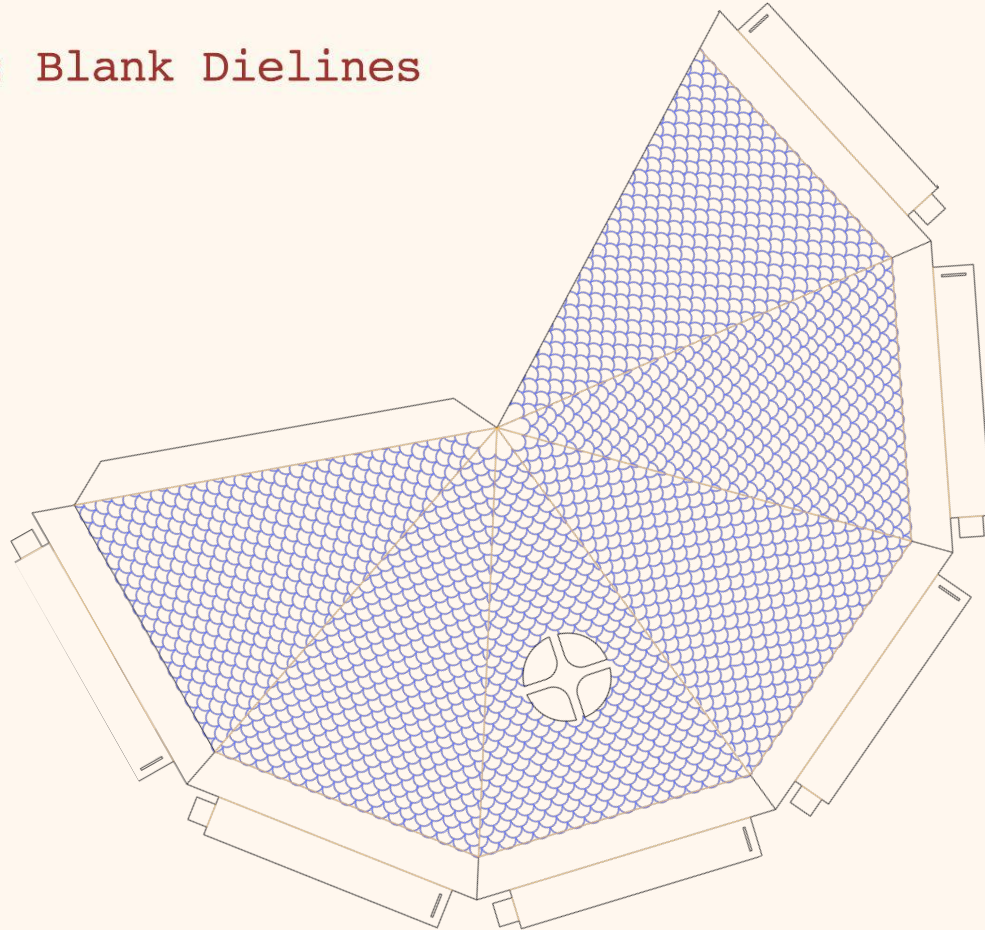
Final Form: Books and Sleeves



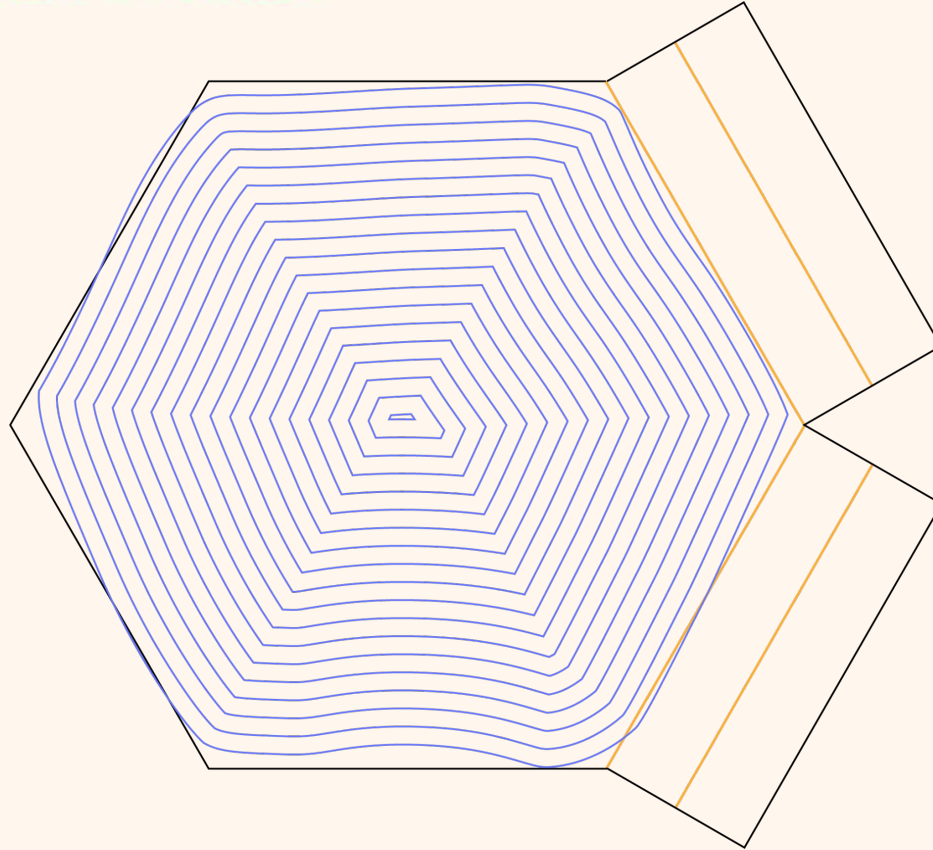
Final Form: Blank Dielines



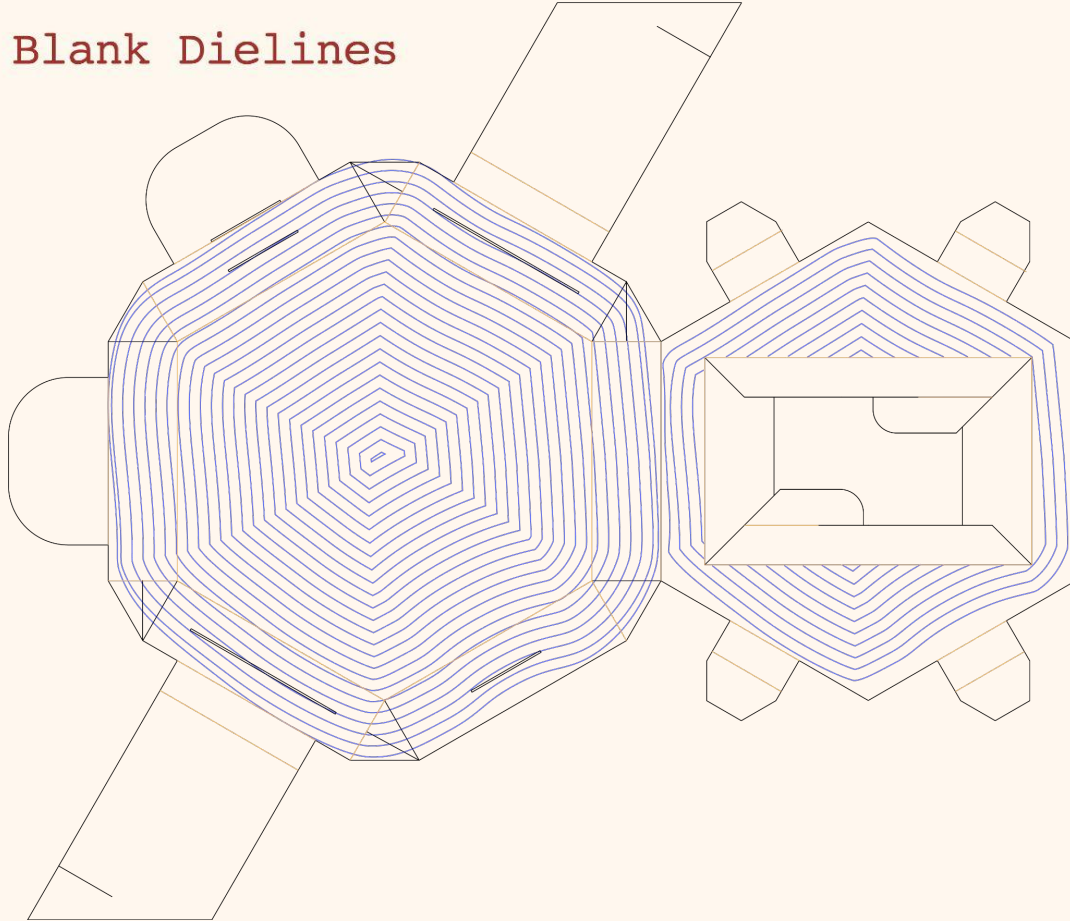
Final Form: Blank Dielines



Final Form: Blank Dielines



Final Form: Blank Dielines



Thank you!

Questions?

RIT x FutureBrand