

# Crest



**brand**



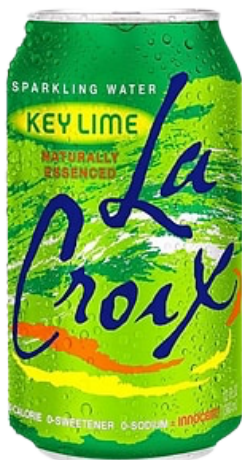
# Pepsi



**brand**



# La Croix (Key Lime Flavor)



**brand**



# smartwater



**brand**



# Snickers



**brand**



# M&M's



**brand**



# DiGiorno



**brand**



# Heinz



**brand**



# Skittles



**brand**



# Doritos



**brand**



# Energizer



**brand**



# Ben & Jerry's



**brand**



New flavor  
or product  
feature

**message**



New flavor  
or product  
feature

**message**



Product  
improvement

**message**



Seasonal  
packaging

**message**





Rebranded  
product

**message**



Introduce  
new slogan  
or tagline

**message**



Response  
to negative  
or bad  
publicity

**message**



Partnered  
with studio  
for new  
Marvel  
movie

**message**



NHL  
Sponsorship

**message**



Functional  
Package  
Improvement  
or Innovation

**message**



Netflix  
'Stranger  
Things'  
Promotion

**message**



New  
quantity or  
size

**message**



Names \_\_\_\_\_

\_\_\_\_\_ Class Period \_\_\_\_\_



**Instructions:** Using the space below, sketch an example of new packaging for your product from the "brand" card you drew in class. Be sure to address the messaging described in the second card you drew, and explain how the brand will benefit from the new packaging.

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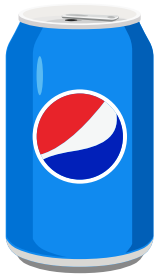


Module 3 / Lesson 4  
Packaging & Labeling Activity  
Student Worksheet



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