RESEARCH ON CRISPY CHOCOLATE PACKAGING

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ABSTRACT

In an ever changing competitive business environment, packaging design plays an important role in marketing a product regardless of the type of business you are. The most important aspect of packaging is to project a high perceived value that people cannot resist but want to buy the product. Chocolate packaging has evolved tremendously over the years with quality materials, creative designs, interesting forms and functions with the use of advance technology. In order to compete in the global market, “Ovita” needs to position itself effectively to capture the young generation market segment. Positioning itself as a healthy, nutritious energy chocolate “Ovita” hopes to be a market leader and compete with other established brands and gain their market share in this business.
ABSTRAK

Dalam pertukaran persaingan perniagaan, rekabentuk pembungkusan memainkan peranan yang penting untuk mamasarkan sesuatu produk perniagaan. Aspek yang paling penting dalam pembungkusan adalah menjadikan produk dipersepsi tinggi nilainya. Pembungkusan coklat telah mengalami evolusi dalam kualiti, rekabentuk yang kreatif, bentuk yang menarik serta fungsinya dengan kecanggihan teknologi yang sedia ada. “Ovita” perlu menentu kedudukannya secara berkesan supaya dapat menguasai pasaran generasi muda dalam pasaran perniagaan yang bersaingan. Dengan meletak kedudukannya sebagai coklat tenaga yang sihat dan berkhasiat, “Ovita” diharapkan dapat menjadi ketua serta bersaing dengan cap yang lain.
CHAPTER 1

INTRODUCTION

1.1 Introduction

1.1.1 Background Information

The history of chocolate products spans more than two thousand years and now circles the globe including Malaysia. Chocolate bar, while it has gone through many changes, needs to be improved the appearance of the product and its cost as well. The technology and production, the point of sale, the display methods remained as a form of pure delight for young and old alike.

Today, some of the older brands around the world are now celebrating nearly one hundred years in production. Richard Cadbury produced the first box of chocolates and later created the first Valentine's candy box. Cadbury's “Dairy Milk”, first developed in 1905, in the United Kingdom was the most popular chocolate bar. Cadbury’s “Dairy Milk” chocolate is now the world's best-selling brand and has the most interesting and creative packaging design.

Chocolate products in Malaysia generally are formed into candy and bars. Some bars are crispy, chewy and frozen. Overpackaging of chocolate products is evident and something needs to be done to improve it. For instance, Crispy, Kandos, Tango, Foreign, EGO, Stella and Cloud-9 chocolate brands need to improve their packaging design to attract customers and recover their sales.
Cadbury Dairy Milk is a global brand and wherever very popular chocolate in Malaysia. The modern, new global pack design introduced in 1998, which features across the packaging of the Cadbury flagship brand Cadbury Dairy Milk. The overall new pack design represents flowing chocolate enveloping the ‘glass and half into a chunk icon’. This continues across the pack, conveying the deliciousness and taste appeal of the creamy smooth chocolate inside while recipe illustrations on Cadbury Dairy Milk variants show the abundance of mouth-watering extra ingredients. Furthermore, the number of different packaging styles used for the Cadbury Dairy Milk range has increased as the variety of presentations has extended to Malaysia.

In Italy, Francesco Buitoni, a relative of the renowned pasta making family, starts developing his chocolate activities in 1907. In 1922 he invented and marketed the famous “baci”, which means kisses in Italian. These are small chocolates, wrapped in silver paper that contains a love message. Chocolate and romance go hand in hand all over the world included Malaysia.

Belgium in the year 1912, Jean Neuhaus founder of the famous Neuhaus brand, invented a chocolate shell that could be filled with cream or nut pastes. He invented the real Belgian chocolate, pralines. Jean Neuhaus has reflected in 1920, “What is a precious but vulnerable praline without an appropriate chic and elegant packaging that protects it from being broken?” As a solution to his problem, he designed an appropriate packaging for his pralines which was the famous rectangular box that still today cherishes Belgian chocolates all over the world. Until Neuhaus’ revolutionary packaging, pralines were wrapped in small cone shaped paper bags. Today, Belgian chocolates were the best-selling variety in Malaysia.
Another Belgian invention in the 1920s was the chocolate bar. Across Europe chocolate tablets of about 150g had become real bestsellers. Belgium was the first country to reduce the size to 30g and 45g and form it into a tablet shape, which was taken over by many foreign producers. The chocolate bar became a popular, affordable snack for an ultimate and individual indulging experience especially in Malaysia.

Besides, Belgian; fancy eating chocolates; product for commercial use unavailable; among most notable items in product list is the Ballotin Gift Box, a beautifully wrapped gift box in gold or blue containing a variety of filled chocolate bonbons including milk, dark, and white chocolates, filled with various creams, pralines, and other fillings; also known for “puffy” hearts wrapped in red foil and full of hazelnut praline, Florentines which are disks of white, milk and dark chocolate with nuts and raisins pressed into the surface before the chocolate is set and bittersweet orange rind covered with bittersweet chocolate.

There are several of packaging designs in chocolate products in Malaysia. For instance, fiberboard packaging, flexible packaging, paperboard packaging, rigid and semi-rigid packaging. Besides, containers are the awards honor entries that respond to the current packaging preferences of consumers, and embody the principles of universal design, environmental sustainability and purchase appeal.

Often chocolate products are stored for long periods. Therefore the best protection is to provide a total barrier to light, moisture, and to any loss of aroma and flavour. So the natural packaging choice is aluminium foil, for its total barrier quality as well as the ease with which it can be folded tightly to the surface of the chocolate.

Aluminium foil is unique among flexible packaging materials in its shape retention characteristic. When embossed, even with a very fine texture, the metal retains
the impression. Many chocolate manufacturers make the most of this added design elements to bring extra individuality and brand identity.

Foil’s glittering metallic surface also brings colour and impact to chocolate products, adding even more to the enjoyment and excitement. When it comes to inventiveness, the creativity of the chocolate makers has no limit. There are all manner of seasonal and themed shapes and novelties: Santa Claus, Christmas puddings, Easter eggs, rabbits, chicks, Halloween spooks and witches, Valentine hearts, themed fictional characters, gold and silver coins, ‘surprise’ eggs with toys inside, footballs, sports characters, racing cars, and mobile telephones.

For example, HERSHEY’S KISSES brand chocolates were wrapped in colored foil (other than silver) for the first time in 1962. Red, green and silver KISSES brand chocolates were available during the Christmas season in addition to the year-round silver-wrapped ones. Today, KISSES brand chocolates are "dressed-up" for a number of seasonal occasions in Malaysia. In 1968, KISSES brand chocolates were introduced in pastel blue, pink and green foil for the Easter holiday. Hershey also introduced Valentine's KISSES brand chocolates with red and silver foil in 1986 and Fall Harvest KISSES brand chocolates in 1991. Therefore, increase in demand of packaging for protection and sales promotion of products over the world especially Malaysia.

According to International Packaging Consultants Technical Project, there is RM2.15 billion per year and expected growth rate to sustain at 20-25 percents for Malaysia. Hence, Malaysia has good potential and demand for packaging. Moreover, International registration affecting packaging business especially on environmental matters. For instance, EC Directives on Packaging and Packaging Waste.
Today, there are changing needs and lifestyle in customers, for example prepared food, bottles drinks, preservation of foodstuff for distribution and promotion of sales and marketing. Therefore, a need to protect consumer health and promote salability and marketability of product. Moreover, national capability in packaging technology and packaging trade information relatively weak in Malaysia. There is a need for an independent national focal point on packaging technology and design elements of chocolate products.

1.1.2 Definition of Packaging

Generally, packaging is the art, science and technology of preparing products for transport, distribution, storage, retailing and consumption. It should ensure safe delivery of a product to ultimate consumer in sound condition, saves cost while maximizing sales and profit. Instead, packaging is a discipline of the design field that requires a blend of design creativity, technical knowledge, regulatory familiarity and an understanding of consumer behavior.

1.1.3 Functions of Packaging

Packaging has many uses and benefits. It protects the contents from damaged due to improper handling and transport problem, and helps to keep the contents safe and to ensure that the product inside reaches the consumer in good condition. Package
labels identify contents and provide directions for use. Packaging may help retailers advertise their goods, keep sales records satisfactory and prevent the goods from being tampered.

Packaging also provides consumer convenience for easily handed, staked, stored and transported. It may reduce waste by dividing food and beverages into individualized portions which reduces leftovers. Instead, the package protects, contains and promotes product to communicate a great deal of information.

Packaging must identify and reflect the quality of product. The package should reflect its image at once-through its shape, color, typeface, illustration or any others unique elements.

Besides protection, the package must hold the product for safety and cost effective. Indeed, materials and design proven to be safe, including comply will all legal equipments and making optimum use of appropriate technologies. Moreover, packaging is designed to preserve the product for its intend life. For instance, appropriate materials, good sealing performance, and ability to operate in accordance and provide abuse resistance to ensure safe distribution.

Packaging must provide information to be eventual customer and also during transit. On the other hand, packaging provides make up instructions, handling and use instructions. Ingredients list or part numbers must be included especially for food products. Besides, the product can be displayed visually or by illustration on the packaging besides combined with brilliant marketing and advertising to attract potential customers.
Instead, packaging acting as the “silent salesman” and a way to boost sales. Packaging display the brand, promote information, and company names and address. Product must be well packaged in order for customers to have confidence on it.

Besides that, packaging must be eco friendly and do not harm the environment. It must be considered the after-use possibilities, use materials which have the least possible detrimental effect on the environment, and easily disposable or recyclable.

1.1.4 Elements and Principles of Packaging Design

Excellent and good packaging design requires thinking on design, through from what it look like, how it hold up in shipping, how it will be displayed on the shelf so that the consumer will interact with it, including post-consumer (recyclable and reusability).

The role of good packaging is to grab the consumer’s attention and create a visual impact. The packaging should capture the customers’ interest to a product good with outstanding design and quality materials, enough information provided, unique and create confidence to the customer. Instead, the product needs to dress good and look their best to get noticed in today busy marketplace.

For instance, USA product is an outstanding example of moulded chocolate packaging. The 50μm heavy gauge foil supplied and rotogravure printed by Carcano Antonio SpA in 7 colors in register with the complex shape and given a shimmering holographic finish. The innovative shaped aluminium foil shell is an integral part of the moulding process and protects the chocolate car. The aluminium foil wraps for the
individual Reese's Peanut Butter Cups won an EAFA Certificate of Merit for the customer cost savings made when Alcan Packaging Bridgnorth provided an aluminium foil alternative to a paper/foil laminate.

Interesting packaging design and unique forms can add value to the product. Excellent packaging designs are kept for sentimental reasons and are used as collectables for display. Hence, developing new packaging can be expensive because it involves graphic and structural design, production, customer testing, marketing strategy and others.

For example, Cadbury chocolate products was best represented by chocolate presented to them wrapped in each of blue, gold, purple, red and green. The evidence showed a higher association between purple and Cadbury than for other colors, and the judge found that there was a ‘wide awareness’ among Australian consumers of Cadbury’s use of purple colour.

Furthermore, packaging decisions should take into account environmental considerations. A package that creates problems to the environment can have negative effects and could cause governmental concern of environmental bodies, NGO’s and others. A good packaging must avoid over packaging and uses recyclable materials as possible.
1.2 Problem Statements

CRISPY chocolate is a Malaysia brand chocolate products which mixes caramel and crispy rice in the chocolate bars. There are several problems on its packaging design when compared with a good or successful packaging design:

1. Weak in package protection and containment, and is easily tampered
2. Poor product identity due to its weak branding, design, structural and the use of color, typeface and illustration
3. Material selection of the package is not environmental friendly
4. No consideration of after-use possibilities and recycle aspect
5. Lack of advertising and promotion

After estimated and analysis on CRISPY chocolate packaging, it is noticed that its simply fabulous plain and milk bars with the plastic packaging. The use of appropriate materials was ignored and poor sealing performance in package protection and containment make it ease broken and hard to open. Furthermore, the wrapper design was lack of excited graphic elements; consumers might not identify the product because of its weaknesses in branding, shape or structural of package, color, typeface, illustration or any unique elements.

Besides, CRISPY chocolate packaging design was unable to add value, reusable or recyclable and as a collection. It did not consider about the use possibilities since the packaging was thrown away after used. It may give negative effects to our
environmental. Moreover, it is lack of awareness and attraction especially in marketing strategy and positioning.

1.3 Research Objectives

1. To identify the strengths and weaknesses of CRISPY chocolate packaging
2. To redesign and propose a more suitable packaging for the chocolate bar especially related to graphic design elements such as branding, packaging structure, illustrations, colors and materials
3. To improve the visual aesthetics of the chocolate packaging to attract potential customers
4. To attract customers’ attention and awareness through the appropriate strategy

1.4 Hypothesis

Today, people are much concerned with healthy lifestyle and especially women who are health conscious and wish to keep themselves fit. Mostly men reject chocolates because it is considered too sweet. Thus, healthy, nutritious energy chocolate aims to attract people to buy chocolate products.

Creative design concepts on chocolate products can attract target audience interested to buy it. Interesting design concepts and the packaging structure, illustration, colours, materials used on the packaging and the product identity plays an important
role in chocolate marketing. The first impression especially on these graphic elements can attract people to buy it due to affective and demand factors. People would buy the product due to its strong corporate identity and innovative design on the chocolate packaging.

Through this research, problems in design concepts of “Crispy” chocolate packaging have been identified. New design concepts on the packaging will be introduced to attract Malaysians’ interests. Choosing the appropriate marketing strategy, promotions and positioning can help to increase people’s awareness on the product.

1.5 Scope

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CHAPTER 2

RESEARCH METHODOLOGY

2.1 Introduction

For this study, qualitative and quantitative research has been used for data collection. It included analysis and marketing research on chocolate products. Besides, a case study approach has been adopted. According to Sekaran (2000), case study is an examination of studies done in other similar organizational situations. It is also a method of solving problems or for understanding phenomena of interest and generating additional knowledge in that area. Besides this, case studies involve in-depth; contextual analyses of similar situations in other organizations, where the nature of the problem definition happen to be the same experienced in the current situation.

2.2 Qualitative Research

My qualitative research approach was used as primary data and secondary data. Primary data is very important to confirm the findings and conclusion of the secondary data obtained. The primary data were derived from interview. For this research, unstructured interview was used for primary data collection. Besides, observation and photography can be used for visual imaging collection.
The sources of secondary research used were books and websites. Moreover there may be unforeseen discovery by using secondary data and the reliability and validity of the information gathered will be better than other source of data collection.

Information collected was analyzed so that it can be interpreted, explained and more understandable to the reader by giving it a fresh view of what the data is implying. After collecting qualitative data from all the various sources, analyzing the significance of information available and clarify the points. In doing so, all the data obtained from the various sources are compared by finding what they are concluding and why do they make the conclusion and whether are the conclusions based on a set of assumptions.

The information will have to be clarified to address any issues that are raised due to the different points of view. Further questions have to be asked on the information gathered before a fresh view of what the data are implying can be ascertained. Comparisons made on chocolate packaging that give a similar and different view would have to be comprehensive so that a proper conclusion can be achieved.

2.3 Quantitative Research

Moreover, quantitative research though questionnaire of probing the answers that the respondent is giving. Then, analysis data can show that comments or opinions on problems or situations for design concepts on chocolate products in Malaysia and market demand factors. Indeed, 100 pieces of questionnaires have been distributed to
citizens who majorities are young adults and teenagers in Sarawak (Sibu and Kuching) and West Malaysia (Johor, Penang and Kuala Lumpur) respectively.

2.4 Literature Review

There are some of the important concepts regarding the topic of this research based on previous research studies. The definitions, concepts, elements of chocolate packaging design, and others relevance of past research and findings that are inter-related and relevant to this research will be discussed.

“Spread the joy. Don’t just eat chocolate. Study it!”

(Willis Harlow Shapley Education Fund)

The motivation to know how far of chocolate products gives the good impression especially through study its good taste and esthetic packaging design.

“For the packages, bright colours relevant to the product categories were chosen to provide maximum impact on the store shelves.”

(Tom Goss, 1991)

Colours play an important rule on packaging design to attract customers’ attention and create impact effectively. The bright colours were preferred and need to communicate the product categories with consumers.
“Equally, illustration can be used to express a mood or feeling. In terms of packaging, illustration can show off a product to its best advantage, while still talking the truth.”


Besides colours, illustration can be used as an approach to catch the attention of consumers due to the aesthetic packaging design. The first impression especially on illustration can attract people willing to buy it due to their feelings and demand factors.

“Looks are so deceptive that people should be done up like food packages with the ingredients clearly labeled”

(Helen Hudson)

Fore mostly, the food packages need to provide ingredients or nutrition facts and clearly labeled to concern about consumers healthy and safety. Thus, enough information provided can make consumers willing to try the product.

“Writing the words (copy) for your promotional pieces first will make design concepts easy to achieve and help you synthesize your ideas.”

(Diane Sward Rapaport. p.79)

Copy writing play important role in advertise or promote your product. It can help you to communicate with the consumers and selling messages to them besides easy to achieve the target.