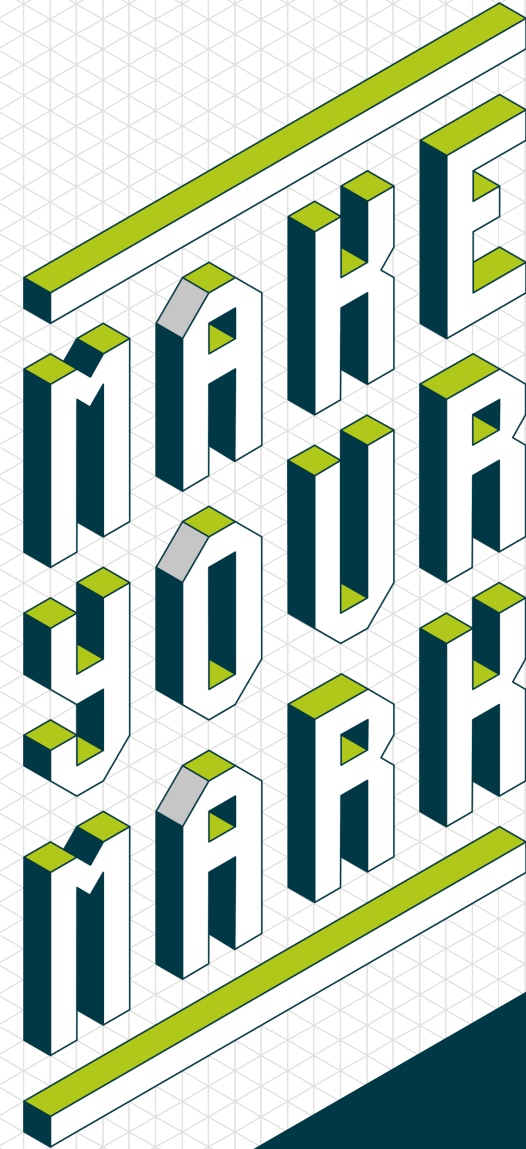




**DESIGN
VENTURA**
2022–23

Design Ventura 2022-23

Evaluating Packaging and Branding



the
DESIGN
MUSEUM

+

BORN TO BE
The Deutsche Bank youth
engagement programme



Original student made prototype

HIT SNAP

- Original prototype entered into the Design Ventura 2018 competition
- Made in school by students from Simon Balle All-through School



Final Design Ventura Product

ACTIVE SNAP

- Final Design Ventura 2018 product
- Design support from [Triple Double Studio](#)
- Sold in the [Design Museum Shop](#)
- Proceeds given to [MOVE](#) charity



Tomy Toys UK Iteration

ACTIVE SNAP

- A version of Active Snap made for nationwide sale by [Tomy UK](#)
- Sold online and in toy shops across the UK



Compare and Contrast Packing and Branding

ACTIVE SNAP

- Compare the packaging and branding for these two versions of the same product.
- What are the differences?
- How has the different retail contexts changed the look and feel of the product?



Compare and Contrast Packing and Branding

ACTIVE SNAP

- Which is more successful?
- Which would you buy and why?
- What ideas has this given you for the packaging and branding for your product idea?





DESIGN
VENTURA
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Getting in touch

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