

DESIGN VENTURA 2024-25

EVALUATING PACKAGING AND BRANDING

Original Student 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 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 branding and packaging

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 branding and packaging

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?





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VENTURA
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Getting in touch

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