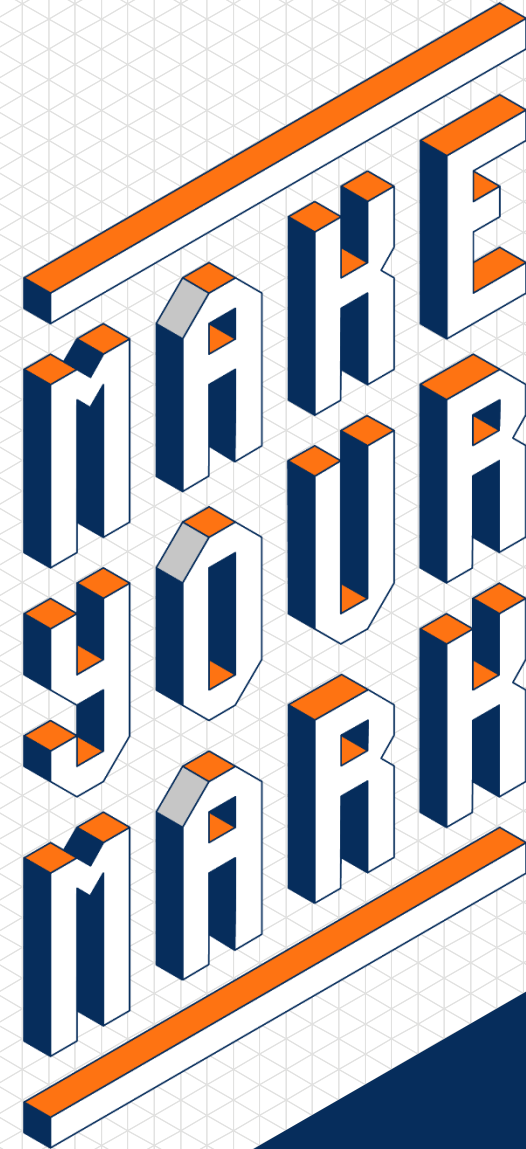




DESIGN  
VENTURA  
2021-22

# Design Ventura 2021-22

## 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](https://www.tomy.co.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

- In your opinion, which is one 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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## Get in touch

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