

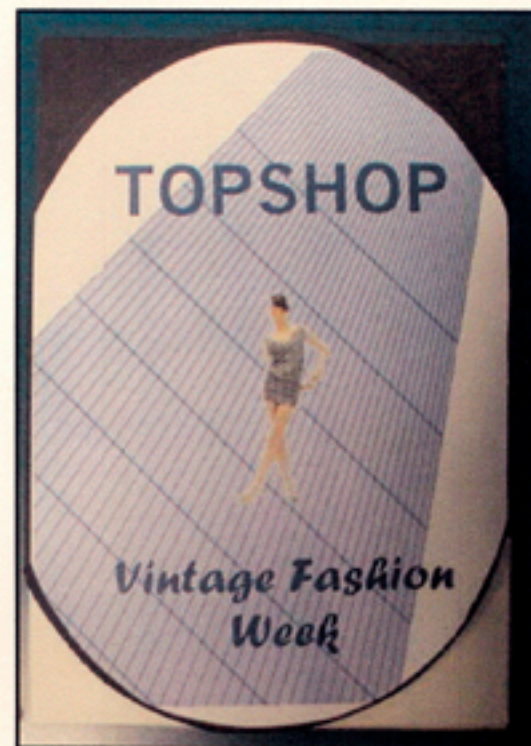
# Existing Products

In the product range, I will analyse existing products that are already on the market. By looking at these products I can evaluate their advantages and disadvantages, therefore gaining knowledge of what does and does not work, concerning the presentation, materials, size, shape and layout. This will hopefully give me a better insight as to how I want to design my own pack.

## Topshop Pack

This pack is quite a nice size, just smaller than A4; about the size I would like my 'MagPack' to be. This way, it isn't too small so that it can be lost, but isn't so big that it is too bulky to carry around. The shape is rectangular, which I think is quite simple and ordinary. I want my pack to stand out from the rest, so I will design an unusual, more original shape. I like the materials used, thin black cardboard, which I think is appropriate for the pack style. This is because it looks quite professional and stylish,

The contents of the pack are contained in a small pocket inside the pack so that the gifts don't fall out. I think this is a good idea because it keeps all the items neat and tidy, however the pack doesn't have a fastening so the contents could still fall out, My pack will need some sort of fastening to keep all the contents secure.



## Magazine Pack

This pack is very simple in design. It is made of clear cellophane, meaning that the contents of the pack are easily visible. I like the idea that the consumer can see what they are buying, so I will consider designing a small clear cellophane window so the magazine inside can be seen. The material is supple so if needed, it can be bended to make it more portable. However this may mean that the product gets damaged and isn't as protective as a rigid pack would be.

The pack gives a very vague description as to what is included in the pack. It is clearly displayed, but I want my pack to be a little more detailed. For example I want to state the specific articles and free gifts that are included in the pack, which will hopefully entice the customer further.



## Spot Pack

This 'Spot the Dog' activity pack is very well designed with a high quality finish. As it is intended for children, it has a lot of graphics and big bold font on the front. I don't like the colours used, blue, red, green and yellow, as I feel that they are slightly *too* bright and they clash. Despite this, because the pack was designed for children, the colour scheme is appropriate, whereas it would not be suitable for my more mature fashion and music themed pack.

Although the pack is rectangular, it does not look boring because of the distracting colours and bright graphics. It is made of polypropylene, which I think is a good material for the pack, as it is protective & strong, and waterproof (as children often spill things).

