

# JUNIOR MINTS

Product Redesign

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# Junior Mints



## Redesign Plan

product

Junior Mints

target

Ages 12-18 and the movie-goers

history

The James O. Welch Company created Junior Mints in 1949 and named the candy after the popular Broadway show of the time, Junior Miss. Since that time, Junior Mints have continued to be the favorite concession stand candy for movie-goers. Junior Mints are currently produced by Tootsie Roll Industries in Cambridge, Massachusetts.

big idea

The name of the candy will be kept, but the design of the package will change to attract an audience of movie-going teenagers. A tagline, such as “Sweet and fresh at the same time” or “Be sweet and still keep your cool” will be used in the advertisements. Magazine ads will feature teenage couples at the theater holding hands, looking at each other, and smiling with an open box of Junior Mints on their laps.



# Junior Mints



## Style Guide



Hand of Sean

Candara Black Jack



### logo

Font of the logo to remain the same to retain brand recognition. The logo will be white on a green background to give it a minty-fresh look. Use a black logo on white background when color is not available. Logo on package to be placed 2 cm from top, 4 cm from left, 13 cm from bottom, and 10 cm from right. Logo on sides should be placed on the top flaps, 1 cm from fold and centered. Logo on bottom should be 9 cm from the Nutrition Facts. Picture of mints to go on front and back panels of package and on advertisements, 3 cm from bottom of “Junior” and 2 cm from left of “Mints.”

### fonts

Use Hand of Sean for titles (18 pt) and taglines (30 pt) of ads. Use Candara Regular for body copy (12 pt) Candara Regular and Bold will be used for the list of ingredients and Nutrition Facts on the package (5 pt). Ingredients should be placed 10 cm to the left of the bar code on middle flap. Nutrition Facts should be 9 cm to the right of the logo on bottom flap. Use Black Jack for “Creamy Mints in Pure Chocolate” text on the package and on ads. “Creamy Mints” text to be placed 4 cm from bottom.

### colors

Darker green to be used for the silky background. White to be used for the the logo, titles, taglines, body copy, and smaller type on the package. Use the lighter green for the phrase “Creamy Mints in Pure Chocolate” on the package and on ads. White 5 pt line over 2 pt line to be used on ads.

# Junior Mints



Old Package



# Junior Mints



New Package



# Junior Mints



NET WT  
1.84oz  
(52g)

*Creamy Mints in Pure Chocolate*

INGREDIENTS: SUGAR, SEMI-SWEET CHOCOLATE (SUGAR, CHOCOLATE, COCOA BUTTER, SOYA LECITHIN-AN EMULSIFIER, VANILLA-AN ARTIFICIAL FLAVOR), CORN SYRUP, CONFECTIONER'S GLAZE, MODIFIED FOOD STARCH, PEPPERMINT OIL, INVERTASE (AN ENZYME), SOYA ALBUMIN (A PROTEIN), GELATIN. MILK AND EGG MAY BE PRESENT.

Mfd. by CAMBRIDGE BRANDS, INC.  
a subsidiary of Tootsie Roll Ind., Inc., Chicago, IL 60629 U.S.A.

Junior Mints

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NET WT  
1.84oz  
(52g)

*Creamy Mints in Pure Chocolate*

Junior Mints

Nutrition Facts		Amount/Serving %DV*		Amount/Serving %DV*	
Serv. Size 1 box (52g)		Total Fat 4g	6%	Total Carb. 45g	15%
Calories 220		Sat Fat 3g	15%	Dietary Fiber 1g	4%
Fat Cal. 35		Trans Fat 0g		Sugars 42g	
*Percent Daily Values (DV) are based on a 2,000 calorie diet.		Cholest. 0mg	0%	Sodium 35mg	1%
		Vitamin A 0%		Vitamin C 0%	
				Calcium 0%	
				Iron 10%	

Junior Mints

# Junior Mints



Photography



# Junior Mints



Magazine Ad

Be Sweet and Still Keep Your Cool.



The Fresh New Look of

# Junior Mints



*Creamy Mints in Pure Chocolate*