

# New Product Development and Packaging Analysis: An Interactive Teaching Tool

Helene L. Caudill

[helene@stedwards.edu](mailto:helene@stedwards.edu)

Assistant Professor of Management  
St. Edward's University, New College  
3001 South Congress Avenue  
Austin, Texas 78704-6489  
512-448-8711

## Abstract

Principles of Marketing is a broad based course encompassing a number of important topics including consumer behavior, marketing research, new product development and packaging, branding, distribution, and segmentation. Adult learners are often offered an accelerated learning environment with a limited number of meeting times. In addition, adult students often learn more effectively using hands-on experiential exercises. Thus, it is critical to develop innovative teaching tools that combine a number of course objectives and content areas into interactive classroom activities.

Over 30,000 new products are introduced into the world market each year, with less than 10 percent of these reaching financial success. Why are some products successful in comparison to others that have failed to capture the consumer's interest? This question requires students to analyze a number of areas including (1) marketing research and branding strategies, (2) consumer behavior and social/cultural issues, (3) distribution strategies, and (4) product/packaging development and innovation. More specifically, learning objectives include:

- Students will understand the strategies involved in conducting marketing and consumer behavior research.
- Students will understand the importance of branding and brand name selection.
- Students will understand the importance of packaging in new product development.
- Students will understand how distribution strategies affect the success of new product introductions.

In order to cover these topics while enriching the students' learning outcomes, I have developed a "brand/product/packaging analysis" exercise that combines several course objectives and content areas (see attached). The exercise entails a thorough analysis of new products, both successful and unsuccessful.

I purchase 10-15 selected items each semester based on new product development research. For example, a unique item that I purchased for analysis last year was the "Wolfgang Puck coffee in a self heating can." This product was the result of over \$24 million in research and development, but since its initial launch in 2004 the product has been pulled from the market due to poor sales and safety issues. Other products that we analyzed last year include Envigra (a Coca Cola/Nestle

energy drink) and Sudacare's vaporizing shower tablets. Students are paired together to analyze their assigned product and then present the results in class.

I received very positive verbal feedback from my students last year. I also evaluated students' overall knowledge gained from the exercise based on results of their final exams. Prior to this exercise, the average exam score was 80.25 (n = 58) compared to 82.08 (n= 26) after the exercise was implemented. Since the sample size is somewhat small, these results are not completely conclusive, but do indicate an increased level of knowledge. I have now developed a pre-test/post-test design that I will be implementing this year.

Devising interesting, efficient, and valuable learning tools for marketing management students is not an easy task. In particular, it is important to utilize classroom time productively while at the same time, ensuring that student learning outcomes have been met. I would like to share my results with others so that they can also benefit.

## Brand/Product/Packaging Analysis

***Name of Product:*** \_\_\_\_\_

***Who is the Manufacturer?*** \_\_\_\_\_

***Is this a well-known company?*** \_\_\_\_\_

***Is this product part of a “family brand”?*** \_\_\_\_\_

***If yes (or no), do you think this is an effective strategy?*** \_\_\_\_\_

***If yes, do you think this product will “cannibalize” other products in the “family”?*** \_\_\_\_\_

***Where do you think this product is in terms of its “product life cycle”? (introduction, growth, maturity, decline)?*** \_\_\_\_\_

***Branding:*** The use of a name, term, symbol, scent, sound or design (or a combination of these) to identify a product.

***How effective is the branding/brand name?***

<i>Measure</i>	<i>Rating: “1” (low) to “10” (high) Comments</i>
Short and simple	
Easy to spell and read	
Easy to recognize and remember	
Easy to pronounce	
Can be pronounced in only one way	
Can be pronounced in all languages (global markets)	
Suggestive of product benefits	
Adaptable to packaging/labeling needs	
No undesirable imagery	
Always timely (does not go out-of-date)	
Adaptable to any advertising medium	
Legally available for use (not in use by another company)	
If scented, fits brand image	
If sound included, fits brand image	

**How innovative is this product?** (Source: productscan.com)

<i>Measure</i>	<i>Rating: "1" (low) to "10" (high) Comments</i>
Does this product position itself to new users or usage? (such as Fabreeze for carpets)	
Does the product offer additional value to the consumer through a new formulation? (such as "heart healthy" ingredients in cereals and soups)	
Does the product include any new technology useful to the consumer (such as self-heating coffee by Wolfgang Puck)	
Does the product open up a new market for itself? (such as Kevlar used in bulletproof vests now being used in Goodyear's new line of tires)	
Does the product include any unique merchandising ties? (such as children's movie tie-ins)	
Does the packaging provide consumer benefits? (such a Yoplait yogurt packaged in a tube) (see other packaging measures below)	

**How effective is the packaging?**

<i>Measure</i>	<i>Rating: "1" (low) to "10" (high) Comments</i>
Convenient to ship	
Convenient to handle	
Convenient to display	
Convenient to store	
Convenient to use	
Helps prevent spoilage	
Helps prevent damage	
Helps prevent shoplifting	
Helps promote safety	
Makes the product easy to identify (such as shape, texture and color)	
Promotes the brand (including name/character) at the point of purchase/use	
Links to a current promotion/tie in with other products	
Not harmful to the environment (can it be recycled?)	
After-use (such as a coffee can)	