

Role of Age

Age has an important role to play in terms of influencing specific needs that kids have from packaging. Functional, physical and emotional needs all vary with age as does the context of use.

Previous work by Coca-Cola shared at the kick-off workshop highlighted the key trends in usage of key kids' juice packaging formats by age. One of the key objectives from the Insight stage is to understand these trends in more depth and the driving factors behind them.



Box



Pouch

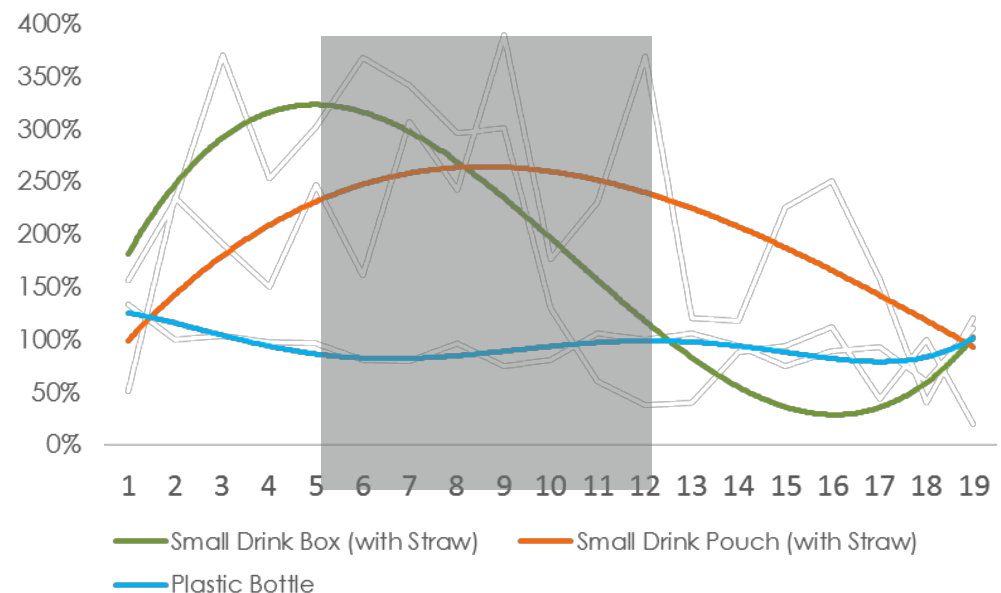


Bottle

Skew youngest,
Dips post 10

Younger Child –
Peaks Post 7 & dips
After 13

Stable with age,
Slight rise post 10



**Lines represent trendline and not actual %*

Key Shifts | Age

5-6 years



7-9 years



10-12 years



Key pack needs focus around enabling **independent use** and supporting **cognitive and emotional development**.



Increasing demand for **variation and experimentation**; desire to move away from formats aimed at younger kids.



Packs need to reflect **identity shift** from kid to “grown up”. Increasing interest in the **real world** vs. characters and play.

Key Needs | 5-6 years



Functional

- Pack to keep drink at desired temperature (otherwise may be rejected).
- Small volume (4-6oz) suitable for most drinking occasions.



Physical

- Able to open independently without help from an adult.
- Pack structure provides control and minimises spills
- Ergonomically designed for small hands in order to hold securely
- Closure/drinking feature to provide flow control when drinking.
- Able to carry/transport in bag – not too heavy.



Cognitive

- Using packs to understand and make sense of the world around them.
- Short attention span; caps and other parts can be forgotten and lost.



Emotional

- Pack looks fun to use – bright colours, shapes, characters.
- Can relate pack to own sense of identity: 'it's mine'.
- Sense of pride in being able to use pack independently, and show others how to do it.
- Happy to stick with familiar formats where have built experience and confidence.

Key Needs | 7-9 years



Functional

- Pack to keep drink at desired temperature (otherwise may be rejected).
- Small portion pack volume suitable for most drinking occasions.
- Seeking more variation in terms of drink choice / flavour.



Physical

- Able to open independently without help from an adult.
- Easy handling for use during different occasions, from sitting down to on the move.
- Able to reseal/close pack independently (where feature exists).



Cognitive

- Pack offers opportunities for extended play, education and engagement, through interactive elements, characters, collectables.



Emotional

- Ability to personalise pack, make it individual to them.
- Interested in the new, not just the familiar, happy to try new formats.
- “Not a baby” – desire to move away from formats that are associated with younger kids.

Key Needs | 10-12 years



Functional

- Pack to keep drink at desired temperature.
- Small portion pack volumes suit some occasions, but some occasions require larger volumes, e.g. Active/sports.
- May want to re-seal / close the pack for use on the move and to save the contents for later.
- Pack needs to perform and deliver on required role.



Physical

- Usability issues less common, however importance of offering pleasurable, tactile pack interactions increases.



Cognitive

- Greater role in decision-making, awareness of health benefits and functional pack benefits.



Emotional

- Interest shifts from characters to real people: celebrity/sports person endorsement more engaging than branded characters on pack.
- “Not a kid”, don’t want to use packs that look too childlike / not cool.
- Increasing willingness to share with others, including drinks.

Packaging Experience by Age | Key Formats

