



## CPG Innovations

### OBJECTIVE

After researching a consumer packaged good, students will innovate the product and its packaging in order to increase sales.

### MATERIALS

- Posterboard or chart paper, 7 pieces to place around the room
- CPG Product Development handout (3 pages), enough for half the class
- Devices with Internet access, enough for half the class
- Coloring/art supplies (crayons, markers, colored pencils, etc.), for the class to share

### ENGAGE

- As the class session begins, place the posterboard or chart paper around the room, with one of the following categories written on each one:
  - Food
  - Beverages
  - Personal care products (hygiene and beautification)
  - Household products & cleaning supplies
  - School supplies
  - Clothing
  - Pet products
- Then instruct students to quietly rotate around the classroom and record any products that they or their family use in each category. Encourage students to be as specific as possible.
- Once the brainstorming is complete, encourage students to review what their peers have written.
- Then explain that these are all examples of consumer packaged goods or CPGs. CPGs are items that people use and replace/buy frequently.
- CPGs are different from durable goods, which are more expensive and are meant to last for years. Examples of durable goods that students and their families may use include sporting goods, jewelry, appliances, cars, and electronics.

- Ask students to reflect:
  - Are there certain types of consumer goods that you use or *consume* more frequently than others?
  - Do other members of your family use different types of consumer goods than you? Why?

## EXPLORE

- Instruct students to find a partner and pass out one CPG Product Development handout to each pair. Explain that pairs will eventually select one CPG product and consider how it could be innovated in order to increase sales.
- Review Steps 1–3 listed under Part 1 of the handout, and instruct pairs to carefully work through these steps together. Each pair should use a device to complete Internet research, even if they already know a lot about their product.
- Once most students have finished Part 1, regroup and invite a few students to share the product they decided to innovate, why it could benefit from innovation, and a couple ideas for how they could innovate it!

## APPLY

- Take a moment to discuss the importance of packaging in consumer *packaged* goods.
- Share with students that packaging is one of the best ways for a product to catch a customer's eye, communicate a message, and convince them to buy the product. When it comes to CPGs, many customers begin shopping knowing that they need a certain type of product, such as shampoo...but they don't decide exactly what kind of shampoo they will purchase until they are shopping for it!
- Ask students to share: What are some packaging qualities that catch your eye when you're in a store or shopping online?

Before moving on, be sure students have considered the following characteristics:

- **Design:** color, images, font, patterns, brand recognition.
- **Type of packaging:** Is it sturdy? Does it protect the product? Is it sustainable?
- Then tell the class that, with this in mind, they are about to keep working on their CPG innovation. Review Steps 4, 5, and 6 listed under Part 2 of the CPG Design handout. Then instruct students to continue working with their partners.
- When there are five minutes left in the session, wrap up by encouraging students to share their innovative CPGs. Be sure students explain why and how they believe these changes will help improve sales!

**Part 1—Explore**

**Step 1:** Choose one CPG category that is part of your daily life (such as food, personal care products, etc.) and record it here:

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**Step 2:** What product(s) within this category do you use?

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**Step 3:** Select one product from above that you believe could be improved or changed for the better. (It's fine if you don't yet know exactly how!) Then fill in the following information about this product based on Internet research and your own background knowledge:

<b>Product</b> (for instance: shampoo)	
<b>Brand</b> (for instance: Pantene Pro-V)	
<b>Product Name</b> (for instance: Repair & Protect Conditioner)	
<b>Price</b>	
<b>Customers</b> (Who <i>buys</i> this product?)	
<b>Consumers</b> (Who <i>uses</i> this product?)	
<b>Function</b> (What does this product <i>do</i> ?)	

- In what ways is this product different from other similar CPGs?

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- When you buy this product, what does it look like? Is it easy recognizable? Does it stand out from competitors? Why or why not?

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- How could you innovate (change or improve) this product so it better appeals to its customers and/or consumers? Brainstorm ideas below:

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**Part 2—Apply**

**Step 4:** How would you recommend innovating this product in order to improve sales? Describe one change you would make and why you would make this change. Keep the product's customers and consumers in mind!

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**Step 5:** How could you innovate this product's packaging in order to catch customers' attention and convince more people to buy this product?

Be sure to consider:

- Packaging design: color, images, font, patterns, brand recognition
- Type of packaging: Is it sturdy? Does it protect the product? Is it sustainable?

Discuss where you think change is needed most, and then describe your packaging innovations below:

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