

# Bark box Case Study Package Design

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# Thumbnails and Comp

Monthly subscription to treats and toys (sports theme)

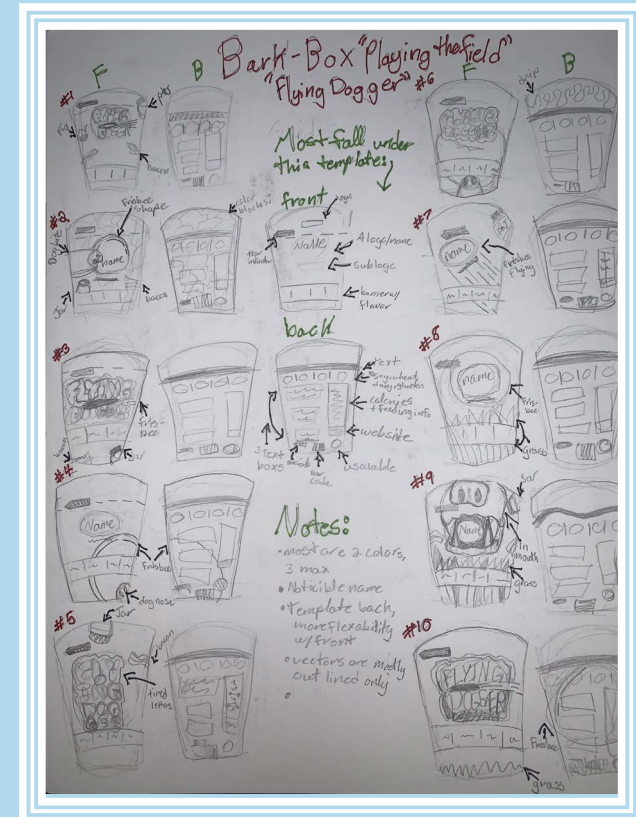
## Audience:

65.9% female and 34.1% are male

Dog owners who like to spoil

25-35 with no children and disposable income

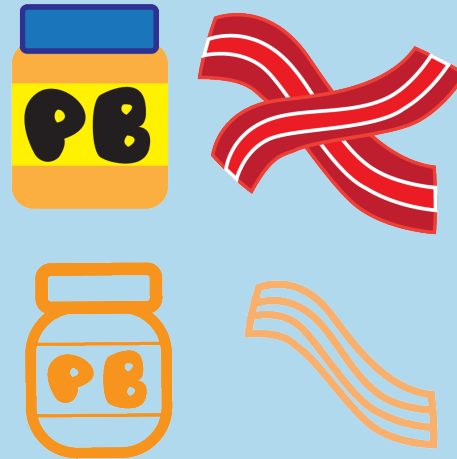
BarkBox bag examples



# Logo and flavor icons



Spinning freebie based logo with custom characters



Visual flavor cues  
Bacon and Peanut butter

Colored flavor cues in color icons



Plain Manipulated Font

# Back of Bag

Delicious Treats, Made With Care For the Best Dogs In The World



**Gluten Free**



**Soy Free**



**Corn Free**

Copy writing from actual bags. Added made in USA icon and bar code.

BarkBox chooses to emphasize the health of your dog. They keep out ingredients that are not good for dogs

BarkBox recognizes the importance of the community and has made a brand hashtag to better understand their market.

## Made In the USA

BarkBox treats are always made in the USA, and Our meat is always raised in the USA. We don't use weird fillers like wheat, soy, or corn in any Bark Box treats. The only thing you'll have to worry about is "Did I give enough belly rubs today?"

## All Natural, Grain-Free, and 100% Mouthwatering

Delicious real pig is the first ingredient in this freeze dried peanut butter dipped bacon treat recipe! These grain-free, all natural treats are made with American peanut butter for an irresistibly meaty and nutty treat that your dog will go nuts for!

## We treat your pup right, Happiness Guaranteed

We're thrilled to have you and your dog in the BarkBox pack, and we'll always treat you right! Text or call the Happy Team at 844203 BARK (2275) if your pup doesn't love our treats-plus get personalized recs, fun facts, and adorable pictures of dogs.



## PUP FACTS

### Guaranteed Analysis

Crude Protein 10%  
Crude Fat 7%  
Crude Fiber 5%  
Moisture 21%

### Calorie Content (Calculated ME)

3117 Kcal/kg  
12.5 Kcal/treat

### Ingredients:

Turkey Liver, Tapioca Starch, Coconut glycerin, yellow pea powder, dehydrated potato, sugar, pork gelatin, pork, peanuts, salt, natural smoke powder, mixed tocopherols (preservatives)

### Feeding Guidelines:

All tummies are different Start slow and make sure this treat agrees with your pup. Feed to your dog as a treat or snack in limited quantities. Not intended as a meal substitute, no matter what your dog says.

Find more delicious, all-natural treats at [Barkbox.com/reorder](https://www.barkbox.com/reorder)

Show us your pup on #barkboxday for a chance to be featured on @barkBox



# Iterations, slight layout and color changes




# Final version

With trim guides colors and font building





**BARK**  **BOX**

**Thank You!**