

# Snapple's Design

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# INTRODUCTION

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- As we all may know, Snapple is an iced tea flavored brand that has been in business since as early as 1972.
- Founded by Arnold Greenberg, Leonard Marsh, and Hyman Golden.
- Started off as a small part-time business in the natural foods industry.
- Flourished when the market began looking for healthier alternatives to carbonated soft drinks.
- Their “made from the best stuff on earth” slogan in the 1980s helped their brand really take off and has been a worldwide known product ever since.



# BRANDING

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- Snapple sold themselves as the all natural iced tea that people could trust.
- Snapple's image is fresh, intelligent, and natural.
- The glass bottle and their fun cap facts became part of their identity as a brand.
- Snapple enthusiasts are accustomed to these elements and associate them with the brand.



# WHAT HAPPENED?





NEW LOOK  
- SAME -  
GREAT TASTE

ALL NATURAL

snapple  
tea

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- SAME -  
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# THE CHANGE

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- Towards the end of 2018, Snapple released their new plastic packaging, disappointing a large community of Snapple fans. One of the joy's of getting a Snapple was their glass bottle and fun cap fact that distinguished them from other beverage brands. Although the taste of the tea is the same and many people might not care about what it looks like or comes in, this is a major downgrade and let down to Snapple enthusiasts.



# PROBLEM

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The reason this significant change is turning away so many Snapple enthusiasts is because it does not feel like the same brand anymore. They have removed so many of the factors that defined their brand: the glass bottle, the sun, and the design. Change is typically not a bad thing, but this change was. It is understood that Snapple was trying to conform to the modern age of minimalism, however there was not a problem with their initial design and it still would have had the same effect to the newer generation/audience.

# THE CHANGE

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- Biggest difference here is in the design of it, completely different although all the linguistic messages here generally remain the same.
- Second biggest difference is in the material used. Glass to now plastic bottle.
- The overall shape of it.
- The Snapple logo and its font.
- Less information on it.
- Enlargement of the lemon and leaves.
- The sun, the slogan, the tea tag, and the engraved "S" have all been removed.





# BARTHE'S RHETORIC

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- **The Linguistic Message** is in all that is readable. Here it would be all the information such as the flavor, the slogan, and the logo. Required prior knowledge: English reading/language proficiency
- **The Non Coded Iconic Message** is found in all that is seen and processed such as the image, the way it is laid out, the structure and feel of it. It includes what is seen and understood by the audience. Here it would be understanding that this is lemon tea.
- **The Coded Iconic Message** is what the image is implying by what is shown. Here it would be the freshness and naturalness of the iced tea shown by the freshly photographed lemon, sun, tea tag, and the image of the globe with the slogan in it.



# ECOLOGICAL/HEALTH IMPACT

- Snapple decided to start using plastic bottles for sales purposes, however, this decision is in no way better than the original glass bottles for its consumers and environment.
- Drinking from a plastic bottle may cause toxin intake. The toxins and microplastics can enter your bloodstream and cause several different kinds of cancer, kidney, and liver damage.
- Plastic is only able to be recycled 2-3 times before it becomes unrecyclable.
- Yes, the bottle is made from 100% recycled plastic but that does not include their plastic cap or plastic label. Although the cap and label are a smaller part of it, it still contributes to the pollution of the planet especially when considering the millions of caps/labels manufactured and sold every year.

New Snapple bottle made from

**100%**

recycled plastic\*



Uses 75% less energy\*\* than making new plastic bottles.

**600 MM**

Eliminates the need to create 600 million new plastic bottles every year.



Demand for recycled plastic helps keep plastic out of oceans, rivers, and landfills.

\*Excludes cap and label.

\*\*Association of Plastic Recyclers, White Paper, May 2020.

# QUESTIONS ?



# RESOURCES

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- "Check out Our New Recycled Plastic Bottles." *Snapple*, <https://www.snapple.com/bottlefacts?gclsrc=ds>.
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