



DES 363

FINAL PROJECT | MINI
BRANDS AND CASE STUDIES

LILY SHIVE



MINI BRANDS

A DISCUSSION.

Mini Brands is great... but why? This unit was the most exciting, especially while opening the packages. Mine are currently residing under my mini Christmas tree. The key strategies for Mini Brands is their **"collectibles, surprise unboxings of small toys, and nostalgia"** according to the Forbes article we read in class (2021).

FOR CHILDREN... BUT MOSTLY ADULTS

When Zuru launched Mini Brands in 2019, they became an instant hit. While there was initial speculation, the appeal of a opening up surprise mini things was huge for children, and most importantly, adults. One of the key aspects of adult toys that we discussed in class was the ability for adults to spend \$200 on getting Mini Brands until they have the one they need. Hobbyists and collectors will go to great lengths to finish their collection, and are willing to spend the money needed for that to happen.



PLAY THE GAME

Zuru adopted TikTok early on and capitalized on the "unboxing" trends that increased visibility and interest to collectors.

BRANDING

One of the most important and key aspects of Mini Brands is the brands they work with. A company making unnamed miniatures might do well, but collaborations with brands from Betty Crocker to A1 steak sauce make the products appealing on a wider and more personal scale. Without that branding, it wouldn't hit the same nostalgic feels.



THE WORLD OF MINI

FUNCTION SHMUNCTION.

I've been drawn to mini things ever since I was a kid, from making a small broom and dust pan for my American Girl Doll, to trading different Barbie makeup set pieces with friends in kindergarten. There's something whimsical about having something on such a minuscule scale, especially something either representative of or accurate to real objects.

MINI! CUTE! DIORAMAS!

"Baby schema" is a theory by German ethologist Konrad Lorenz that surmises that certain physical features that are typically associated with babies are so cute to humans that it will prompt us to feel delight and a need to take care of someone or something. Meaning, our brain is designed to release dopamine looking at cute, small things. This has ensured the survival of human babies for centuries, as well as created a culture where adults are obsessed with all things mini. A huge category of "mini" that transferred from child's dollhouses is the art of dioramas. There are countless creators across YouTube, Instagram, and TikTok that specialize in creating tiny things, everything from stop motion wool food (like Andrea Love) to extremely realistic landscapes on a 1/32 scale.

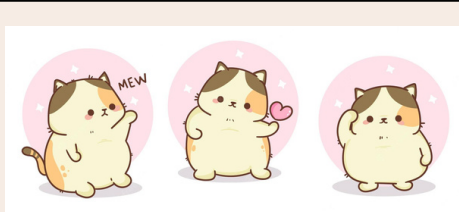




KAWAII

CUTE IS FOR EVERYONE.

Kawaii: lovely, lovable, cute, or adorable; the culture of cuteness. This applies to items, humans, or non-humans and the culture is believed to have begun in the 1970s in Japan. This culture and idea of cuteness has since become mainstream globally and can now be found with one search on amazon, "kawaii accessories..." or "kawaii mini..."

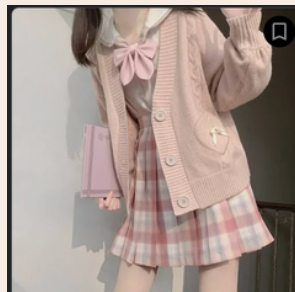


ALL AGES. PINK.

Safe to say that most kawaii products are non essential, and mostly nonfunctional. There is a huge market for practical products that are kawaii, anything from mini pink desk trash cans to stickers on Etsy of pandas drinking boba. While this culture started with teenagers in Japan, it has permeated global culture and is now accepted and practiced far from its origins.

A LIFESTYLE

The culture of kawaii can be applied to both products and behavior. While the culture is childlike and focused on "cute," it mainly targets an adult audience who pay for the full lifestyle and look.



Binett Pastel Kawaii Aesthetic Pink
Kawaii Cardigan One Size Black

\$34.00
Binett



Kawaii Anime My Melody
Cinnamoroll Kittys Cartoon TV
Shape Bedroom Night Light ...

\$7.30
AliExpress.com

ADULT EASY BAKE

**NOSTALGIA. CONVINIENCE.
BRANDABILITY.**

As a child, using Easy Bake ovens was so much fun with it's mini brownies and cakes that were never fully cooked by the one lightbulb. This product has a huge potential for a jump to adults with its high nostalgia factor for college age students and adults.



MINI. SINGLE SERVING.

Think Easy Bake oven but much higher quality, and single serving size focused towards adults. Transition to an adult audience with quality, but keep the nostalgia of Easy Bake.

BRANDABILITY

Similar to Mini Brands, this has potential for brand collaboration. Many brands have mini, usable versions of products (mostly condiments) which could be included in meal kits. Meal kits also have a huge potential for options from gourmet to fast food and everything in between.

WHAT EASY BAKE IS UP TO NOW

- Extremely targeted towards children, I don't think they've changed their font since they launched in 1963
- 5 available recipes on the website, mostly baked goods other then pizza and soft pretzels



Easy-Bake Ultimate
Oven Toy Refill Mix 3-
Pack: Pretzels, Whoopie
Pies, Chocolate Chip &
Sugar Cookie Mixes,
Ages 8 & Up
\$20.99
MSRP



Easy-Bake Ultimate
Oven Toy Refill Mix 3-
Pack, Pizza, Whoopie
Pies, Red Velvet &
Strawberry Cake
Mixes, Ages 8 and Up
\$20.99
MSRP



Easy-Bake Ultimate
Oven Creative Baking
Toy
\$41.99
MSRP



Easy-Bake Ultimate
Oven Chocolate Chip &
Pink Sugar Cookies
Refill Pack Toy
\$7.39
MSRP

CLOSE EXAMPLES ON MARKET DASH MINI APPLIANCES



DASH

Appliance Brand

- Dash carries several different mini and regular sized appliances, I personally own a pink rice cooker (pictured to the right), which is great because I'm not making a lot of rice usually.



KEEP THE NAME

This product has huge potential mostly because of the Easy Bake branding. Easy Bake has been around for over 50 years and their expansion into single serving products wouldn't be unique on the market, but would build on existing clients who had Easy Bake as children.

WHAT AN ADULT EASY BAKE CAN LEARN FROM DASH

Single serving, cute, diverse

The appliances range from \$13 mini waffle makers to \$100 family size air fryers, and offer specialty colors and designs. The price range makes it affordable to gift to younger children, but the practicality of single serving appliances makes it a brand targeted towards adults. Their holiday specials and range of appliances is something that can be kept in mind when developing an adult Easy Bake.



#OOTD

YOUR CLOSET JUST GOT SMARTER...

In the movie Clueless, Cher has a closet connected to a computer that makes outfits for her. This would be literally amazing to have in real life for a legitimate closet that is automated, as well as an app that would digitally categorize and automate outfits.

"I HAVE LIKE NOTHING TO WEAR"

With #OOTD, it encompasses all aspects creativity in fashion while adding practicality. It would act as both an inventory to keep track of clothes, but also help create new outfits from forgotten accessories.

OUTFITS BASED ON

- Known inventory of closet (organized with tags like color, type, size, material)
- Weather/location/occasion/color

This would include try on features and be a virtual closet to keep inventory and create.



TECH OPTION

Going a step further than an app and having a fully automated closet connected to the outfit generation system would be amazing.

SOCIAL ASPECTS

Connect with friends...

From specific events to a general night out with friends, this would be a great way to see what friends are wearing and can suggest group outfits based on known closets.

Brand Use

This would be a useful tool for brands with inventory, as well as visibility. They could create profiles and have outfits with the newest collections to follow and like.