

O ORANGE-CIRCLE

METHODOLOGY – Packaging Example

01

THINK

Trend research based on brief direction and target consumers.



02

DESIGN

Explore solutions to address the opportunities identified.



03

TRANSFORM

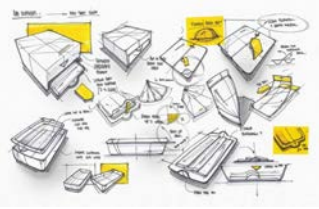
Develop not only the product but the service and business model.



04

REALIZATION

Finalize designs, source, and manage production.



TRENDS AND INSIGHTS

SUSTAINABILITY

Trend – Packaging can be made with alternative material such as seaweed, orange – peels, cork, shrimp shells etc.

Impact – need alternative adds in the existing technology to use these materials such as the ordinary materials (paper, plastic etc.)

How we can help – (a) design for and source sustainable material; (b) support manufacturing; (c) design “buyback” business model to reuse the packaging.



COMBINATION DIGITAL + PHYSICAL

Trend – Packaging can tell us more than we expect, the technology AR, VR, QR-code trace a new experience in packaging ecosystem.

Impact – need UI/UX design and IT infrastructure in order to achieve a smart experience between product and user

How we can help – (a) design for UI/UX and alternative packaging to achieve the smart solution; (b) support manufacturing and implementation of the digital part

MULTIFUNCTIONAL / UPCYCLING

Trend – The upcycling is a life way, such as use the whole packaging or a part for other needs except as packaging

Impact – need the users learn about the alternative method and to invest on this as an extra advertising point

How we can help – (a) develop a brand which reflect the philosophy of multifunctional/upcycling; (b) using our design capabilities to transform the packaging in a smart solution for two or more needs; (c) our manufacturing network can give us a feasible solution



ONCE UPON A TIME...

Trend – The journey of the product begins from the packaging in order to reflect the emotional story through the brand identity

Impact – need to pass through the customer emotions to get closer their habits

How we can help – (a) build a brand identity reflecting the vision and the hidden message of the brand (b) based on story we transform the experience creating a unique packaging