

VCO

greenbox™

## Overview

Nearly 1/3 of all food produced in the world is thrown away. With our product Greenbox, V.co intends to combat this major issue and create alternative uses that will recycle food waste instead. Greenbox uses vermicomposting (earthworms) to reduce food waste, eliminate odor, and create nutrient rich soil with a natural pesticide produced by the worms and allows home cooks, environmentalists, and gardeners to easily compost and grow fresh produce from home. Included Greenbox Pods can be used as planting pots for window sills and outdoor gardening.

## Industrial Designers

Ryan Lafayette  
Robert Soper

## Graphic Designers

Artin Azimi  
Rita Liu  
Sarah Pak  
Matthew Wong

### company intention

Improving the environment by revolutionizing composting process with the use of vermicomposting.

### product name

Greenbox

### product tag line

"Save it. Grow it."

### brand attributes

convenient, nature, organic

### tone and image

functional, causal, friendly

### visual references



### value proposition

Greenbox helps gardeners and homeowners who want to reduce food waste and odor by creating nutrient rich soil that can be used to grow food.

### messaging

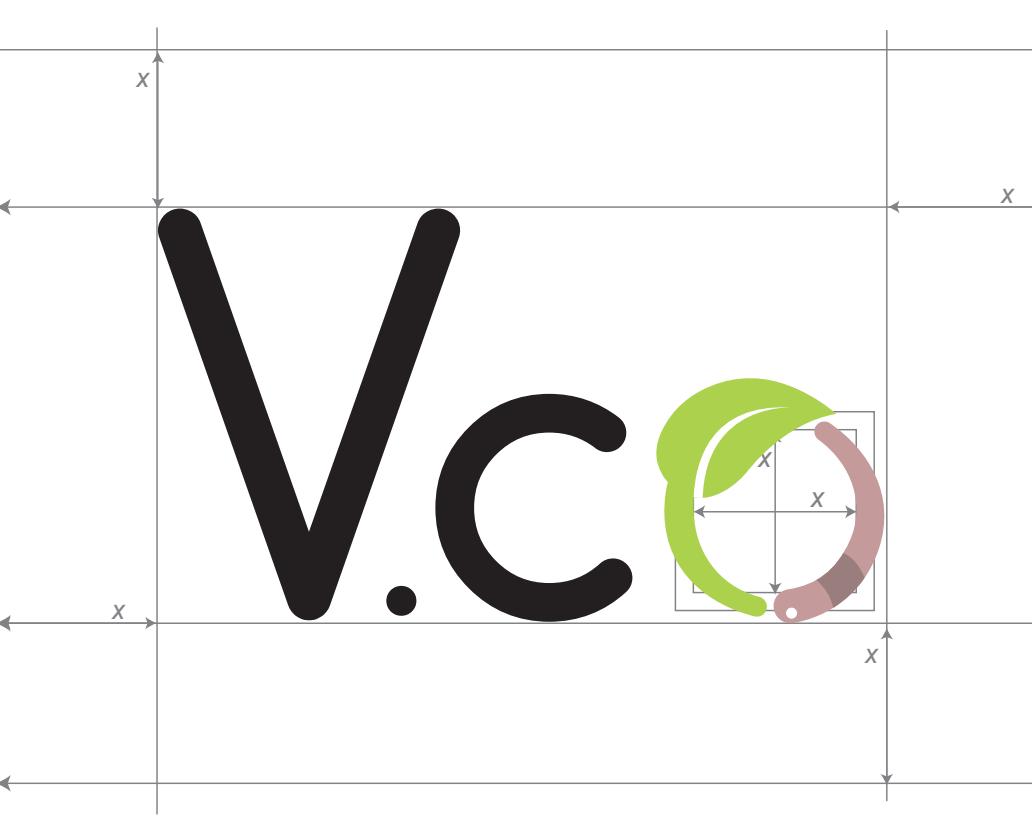
The world has finite resources. We use too much and recycle too little. Greenbox will reduce waste and create soil that will in turn create food, naturally and conveniently.

### customer profile

Environmentally-conscious, money-savers, independent, anti-GMO/pesticide

### competitors

Trash Bags: Glad, Hefty, BioBag; Fertilizer: Scotts, Miracle-Gro; Vermicompost: The Worm Factory, VermiHut, Uncle Jim's Worm Farm





● 100% Black  
● 80% Black  
● 60% Black  
● 40% Black



Pink CMYK 24:42:32:0  
RGB 196:154:154  
  
Dark Pink CMYK 40:49:44:6  
RGB 154:126:125  
  
Light Green CMYK 37:0:89:0  
RGB 171:209:77  
  
Black CMYK 0:0:100  
RGB 35:31:32

Moon  
Bold

9/11 PT  
EPIRANIMA VELENIM ILLITION NIAS  
DICI OMNIHIL LIQUATA EA SI ACCUS.  
MOLUT ANIS UNTEM FACEPERIBUS EATEM  
QUATEMP ERUNDELECTIA QUAEPER NATEN  
ISSUME CUS ARIAT FUGA.

12345678910

11/13PT  
EPIRANIMA VELENIM ILLITION NIAS  
DICI OMNIHIL LIQUATA EA SI ACCUS.  
MOLUT ANIS UNTEM FACEPERIBUS EATEM  
QUATEMP ERUNDELECTIA QUAEPER NATEN  
ISSUME CUS ARIAT FUGA.

12345678910

15/17PT  
EPIRANIMA VELENIM ILLITION NIAS  
DICI OMNIHIL LIQUATA EA SI ACCUS.  
MOLUT ANIS UNTEM FACEPERIBUS EATEM  
QUATEMP ERUNDELECTIA QUAEPER NATEN  
ISSUME CUS ARIAT FUGA.

12345678910

15PT  
ONLINE ALTERNATIVE  
ITC STONE SERIF  
  
EPIRANIMA VELENIM ILLI  
NIAS DICI OMNIHIL LIQUATA.  
MOLUT ANIS UNTEM FACEPERIB  
EATEM QUATEMP ERUNDELECTIA  
QUAEPE R NATENISSUME CUS  
ARIAT FUGA.

12345678910





- 100% Black
- 80% Black
- 40% Black



- Light Green CMYK 37:0:89:0 RGB 171:209:77
- Green CMYK 85:10:100:10 RGB 0:148:68
- Black CMYK 0:0:0:100 RGB 35:31:32

돋움체  
Regular  
Semibold

9/11 pt  
EPERIANIMA VELENIM ILLITION NIAS  
DICI OMNIHIL LIQUATA EA SI ACCUS.  
Molut anis untem faceper ibus eatem  
quatemp erundelectia quaeper naten  
issume cus ariat fuga.

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**Promotion campaign overview**

Greenbox is all about convenience and we want to convey this through our marketing strategies. Our website will allow potential customers to learn about and purchase the product with the touch of a button. The belly bands show off the simplicity of Greenbox at a glance and emanates its ease of use. Trade shows are a great way to show the Greenbox in use and talk personally with prospective buyers to once again demonstrate how easy our product is to use.

**target market and audience**

Home Cooks, Environmentalists, and Home Gardeners

**marketing strategy and mix statement**

Our marketing strategy is to target the type of people who are environmentally conscious in a way that is non-obtrusive and relays the aspect of convenience of the product.

**data sheet**

The datasheet is a quick and easy way to learn about Greenbox and its benefits while providing the viewers with an idea of how they might be able to put it to use for them.

**advertising artifact**

Greenbox will be sold in partnership with Whole Foods at home improvement stores.

**UX user experience**

We want the audience to feel like they are doing something positive for the environment as well as making their own personal hobbies more convenient and streamlined.

**web site intention**

Our intention with the website is to educate our audience about the effects of food waste and how purchasing our product can lessen that impact while providing additional benefits for the home.

**Intention:** To push a green agenda in which people can create vermicomposted fertilizer from worms that eat food scraps. Greenbox allows home cooks, home gardeners, farms, etc to create nutrient rich soil using a vermicomposting process in a clean, comfortable and easy way. The intent is to re use wasted food and to avoid associating it with landfills.

The advertisement features the Greenbox logo at the top right with the tagline "Save it. Grow it." Below the logo is a large green speech bubble containing two quotes. The first quote is: "I love using it! Clean, easy, no fuss!" attributed to "Sarah Hubbs (gardener), MI.". The second quote is: "Super convenient! Makes vermiculture easy." attributed to "Matty Dubs (environmentalist), KY.". To the right of the quotes is a photograph of four white "Gardening Pods" filled with soil and small green seedlings, sitting in a white tray on a wooden surface. Below the quotes, the word "Greenbox..." is followed by a bulleted list of benefits: reduces food waste, produces nutrient rich soil quickly, increases home appeal, saves money on fertilizers and pesticides, and is user-friendly. To the right of this list is a detailed description of the product's environmental impact and its use for gardening. At the bottom left is an illustration of the Greenbox system, showing the three trays and the pods. A comparison table at the bottom right details the dimensions, weight, price, and customer rating for the V.co Greenbox and the Worm Factory 3-Tray Worm Composter. The V.co logo is in the bottom right corner.

**Product Dimensions**

V.co Greenbox	Worm Factory 3-Tray Worm Composter
8 x 8 x 16 inches	16 x 13 x 16 inches

**Item Weight**

V.co Greenbox	Worm Factory 3-Tray Worm Composter
7 lbs	13 lbs

**Retail Price**

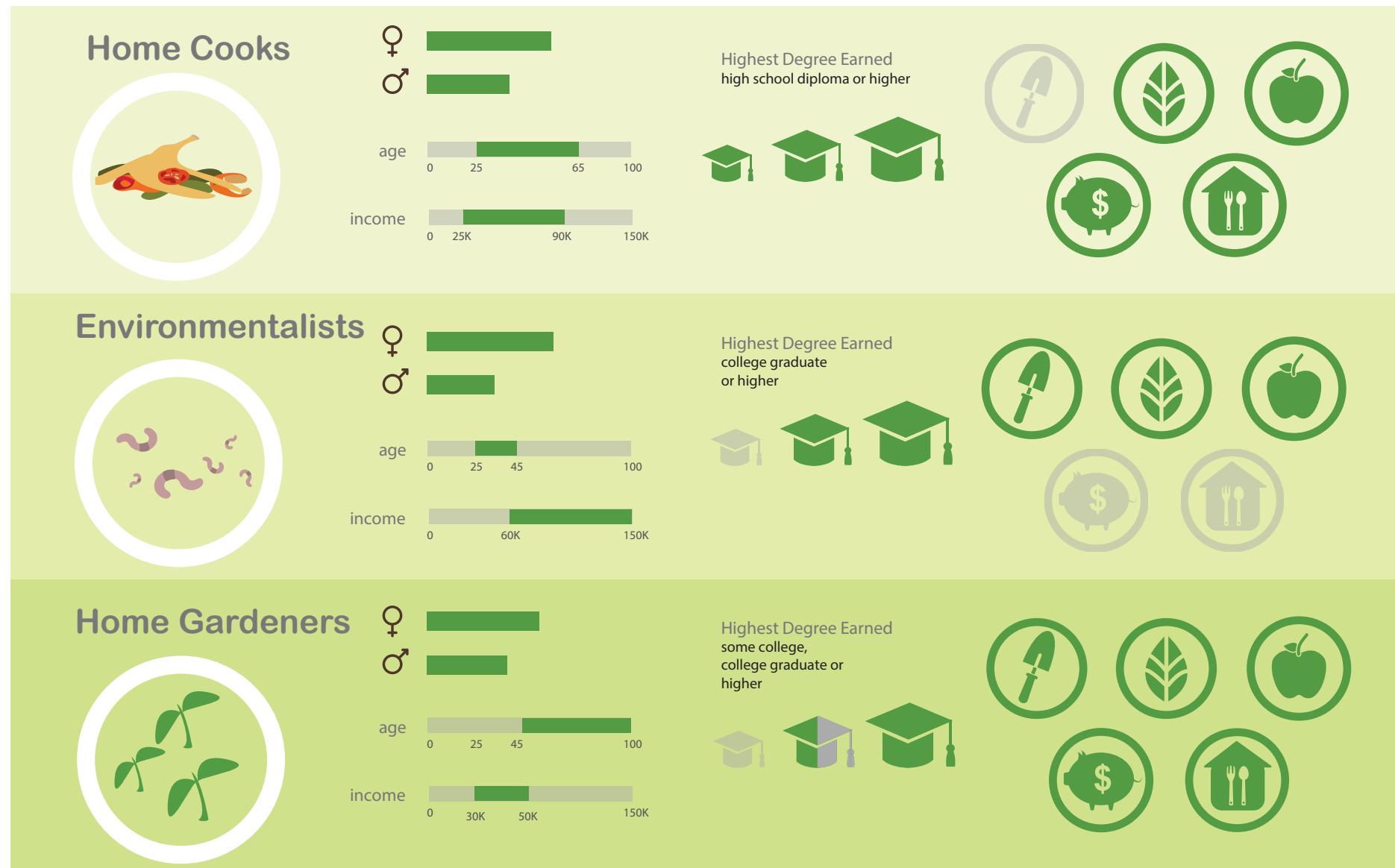
V.co Greenbox	Worm Factory 3-Tray Worm Composter
\$60	\$80

**Gardening Pods**

V.co Greenbox	Worm Factory 3-Tray Worm Composter
Included	Not Included

**Customer Rating**

V.co Greenbox	Worm Factory 3-Tray Worm Composter
★★★★★ 988 customer reviews	★★★★☆ 870 customer reviews



Cooks At Home: although the home food supply has remained the top source of daily energy, only slightly more than half of US adults cook foods on a given day



Eco-Conscious: More than 75 percent of respondents said it's important to buy eco-friendly appliances



Gardens: 35% of non-gardeners told Mother Earth News that they do not have the space. 28% cited lack of time.



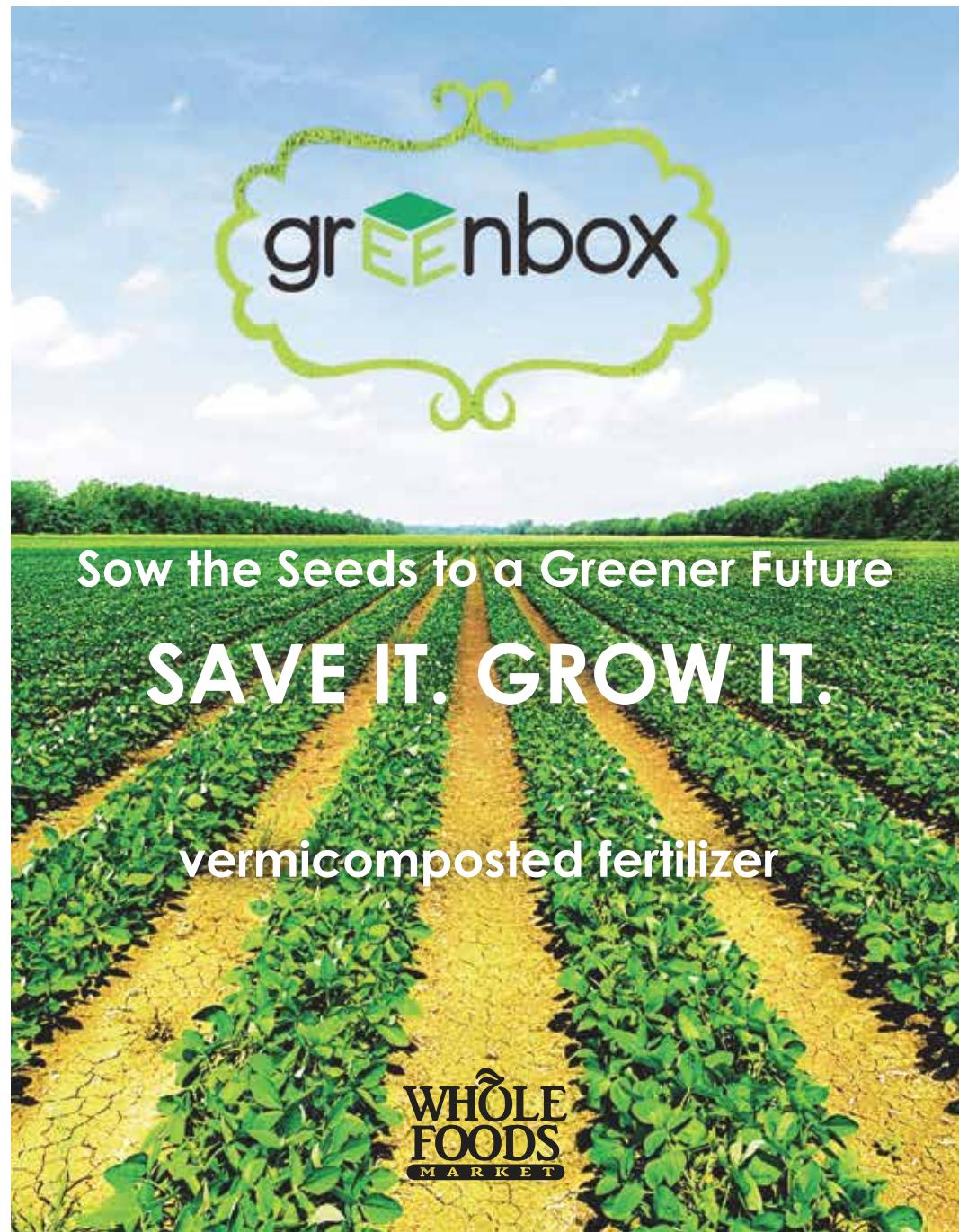
Health-Conscious: 44 percent of americans now include organic foods in their diets and a full 50% avoid sugar



Money-Conscious: Americans spend 43% of their income eating out

**Marketing Strategy:** Our marketing strategy is to target the type of people who are environmentally conscious in a way that is non-obtrusive and relays the aspect of convenience of the product.

### Partnership with Whole Foods



### Product Belly Band



\*Wrapped in Plastic Shrink Wrap

### Trade Show Booth



The homepage features a large banner with the text "Save it. Grow it." overlaid on an image of four white cylindrical containers holding small plants. Below the banner, a call-to-action reads: "Sign up now and get 15% off your first order!" with input fields for an email address and a green "ENTER" button. The top navigation bar includes links for About us, Home, Press, Events, Business, and Contact us.

This page highlights the "greenbox" product. It features a circular icon showing several small plants growing in white containers. To the right, a detailed description explains that nearly 1/3 of all food produced in the world goes to waste. Greenbox allows users to easily compost and grow food produce from home. The product uses vermicomposting (Earth worm) to reduce food waste, eliminate odors, and creates a rich soil with no need for pesticides. It is produced by the company, included Greenbox. Pots can be used for planting pots for windowsills and outdoor gardening.

The "OUR VISION" page features a large image of a hand holding a small plant. The text states: "Our vision is to raise awareness of sustainable practices through user education. V.co attempts to shed light on issues of food waste and its effect on the environment. We believe that when a large group of individuals can make a small change, they can create a large impact that can change the future."



A white, cloud-shaped speech bubble with a green, textured border. Inside the bubble, the words 'SAVE IT. GROW IT' are written in a black, sans-serif font.