

PET GROOMING INDUSTRY

SHAMPOO

COMMUNICATION DESIGN -PRODUCT PACKAGING



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The main logo for koparo clean, featuring the word "koparo" in a large, bold, sans-serif font where each letter has a different color gradient (red, green, yellow, orange, purple). Above the "k", there are three small, semi-transparent circles in red, green, and blue. Below "koparo", the word "clean" is written in a smaller, black, cursive font.



WEAKNESS IN MY BRAND AFTER COMPARED WITH COMPETATORS



AREAS THAT NEED ALTERATION

Visually balanced which delivers both aesthetics and all the important information highlighted.

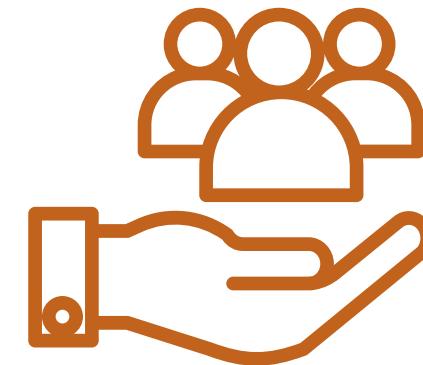
Play with the material – if this can be changed sustainable.

Change in form for following the pet product packaging trend

Social media engagement and marketing – to highlight material and convenience. Ads and website marketing



CUSTOMER SEGMENTATION



- **DEMOGRAPHIC** – Adults from the age of 21 (who have a dog as a pet or they can act as an indirect costumer), living independent and family centered.
- **GEOGRAPHIC** – In country (INDIA)
- **PSYCHOLOGRAPHIC** – Caring, attached to their pets (dog specifically), Eye for details when it comes to their pets.
- **TECHNOGRAPHIC** – Who buy their pet products from the website (KOPARO website) and amazon
- **BEHAVIOUR** – Tendency To buy the product during the festive season due to the gifting option as Indian never forget to gift in any festive season
- **NEED-BASED** – Need of a convenient and "easy to handle / use" bottles
- **VALUE BASED** – No change in economical value

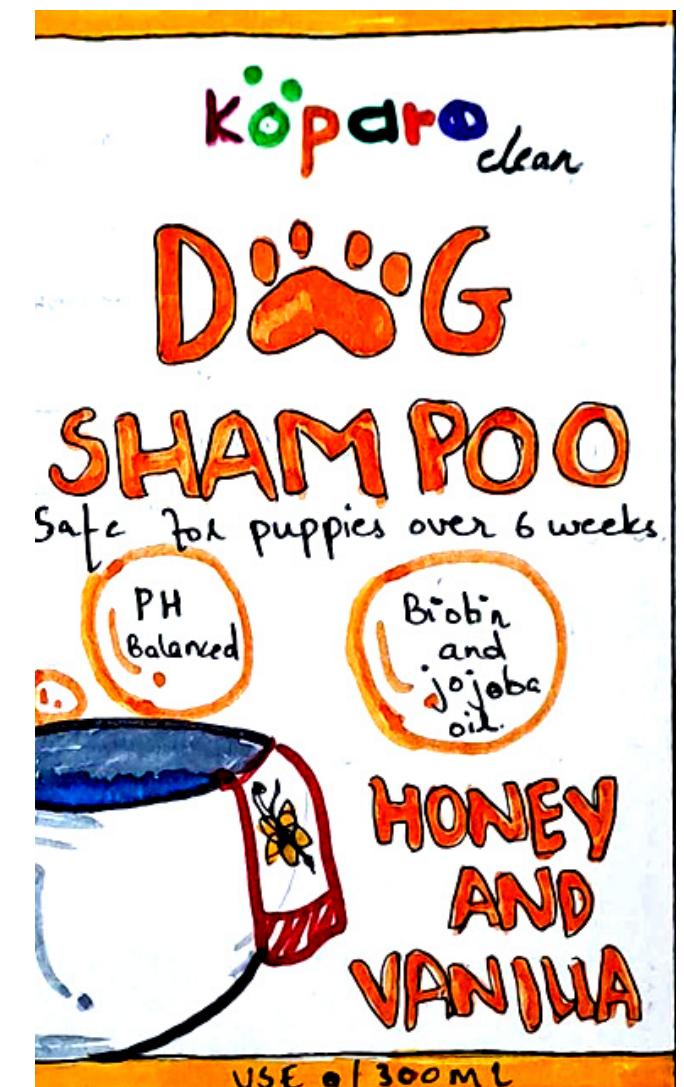
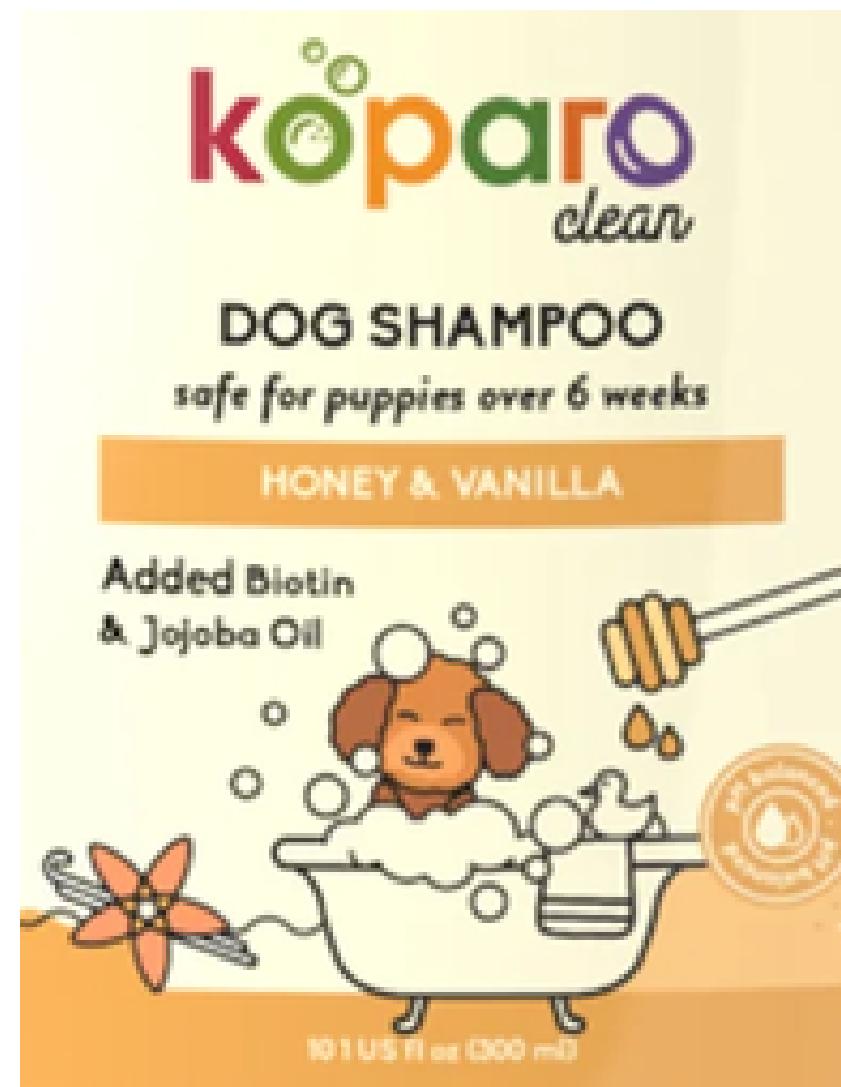
STAKEHOLDERS

- Consumers/costumers
- Public Interest Research Group
- Communication designers
- Copy writers
- License (Government Agencies)
- Product Designers
- Raw Materials Processers
- Environmental Quality check Agencies
- Prototype makers
- Trail Market Groups (Test Market)
- Printers
- Packaging engineers (manufacturing engineers)
- Manufactures
- Quality Processers
- Warehousing
- Transport Distributors
- Retailers



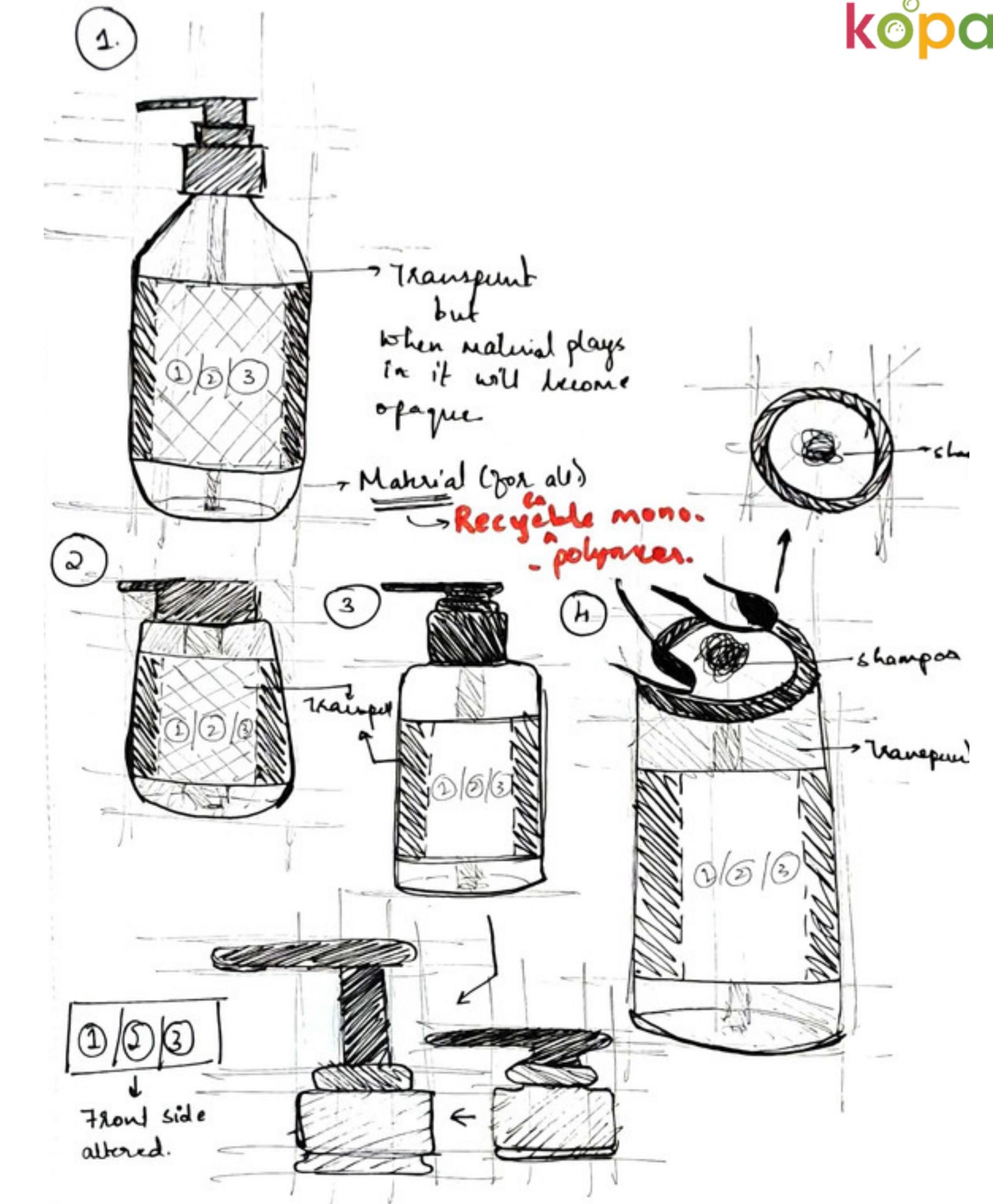
IDEATIONS

VISUAL HIERARCHY



DOG SHAMPOO - HONEY AND VANILLA

FORM



MATERIAL

			Rs 20–25 per kg – For current material used – PET	
Polyethylene terephthalate (PET)	Monolayer. Recent developments allow mono-material packaging from this mono polymer	Lightweight and transparent	100% recyclable and versatile	Food & beverages, cosmetics
Machine-direction orientation (MDO) + Polyethylene (PE)	Monolayer or multilayer	MDO improves the key properties of the PE film (as above), while matching the properties of PET and PA films	Environmentally friendly and recyclable	Food & beverages, healthcare, pharmaceuticals, cosmetics, personal care, homecare

MOD is only 1-3 % better than PET

₹70 – ₹85 per Kg

How To Store?

Wipe Right



MARKETING



Sustainable packaging



HIMALAYA - website

HEADS UP FOR TAILS on Amazon

CAPTIAN ZACK on Amazon

On Amazon have a section where easy to use pump can been seen

kōparo
clean

Have an awareness campaign on their website

Commercials that talk about both its convivence and their sustainable material

Include festive marketing

FINAL IDEATION

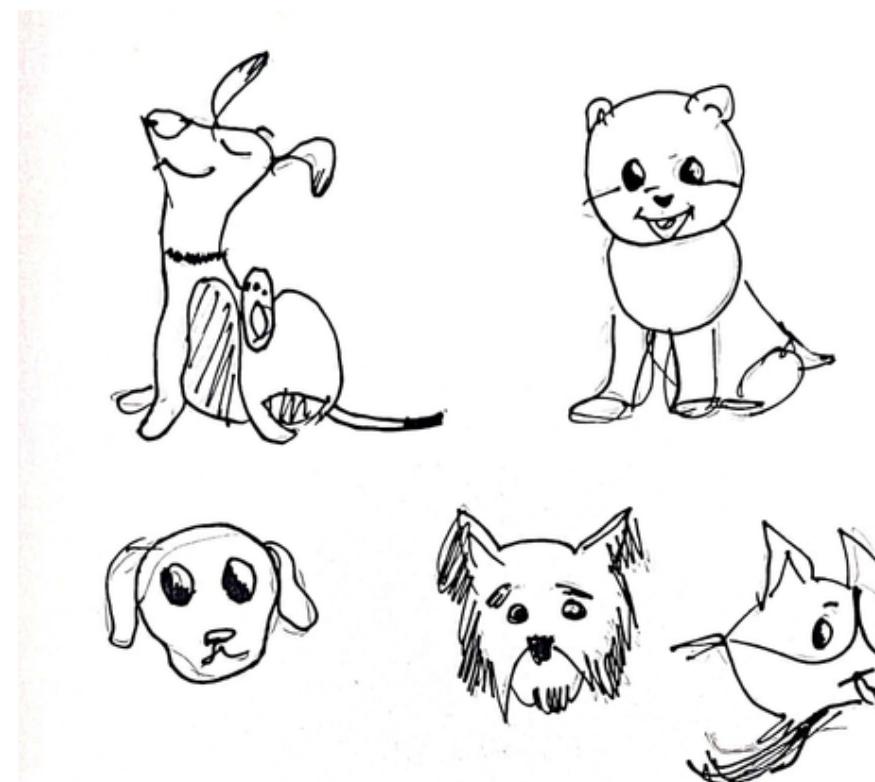


Material used is "PET" ← →

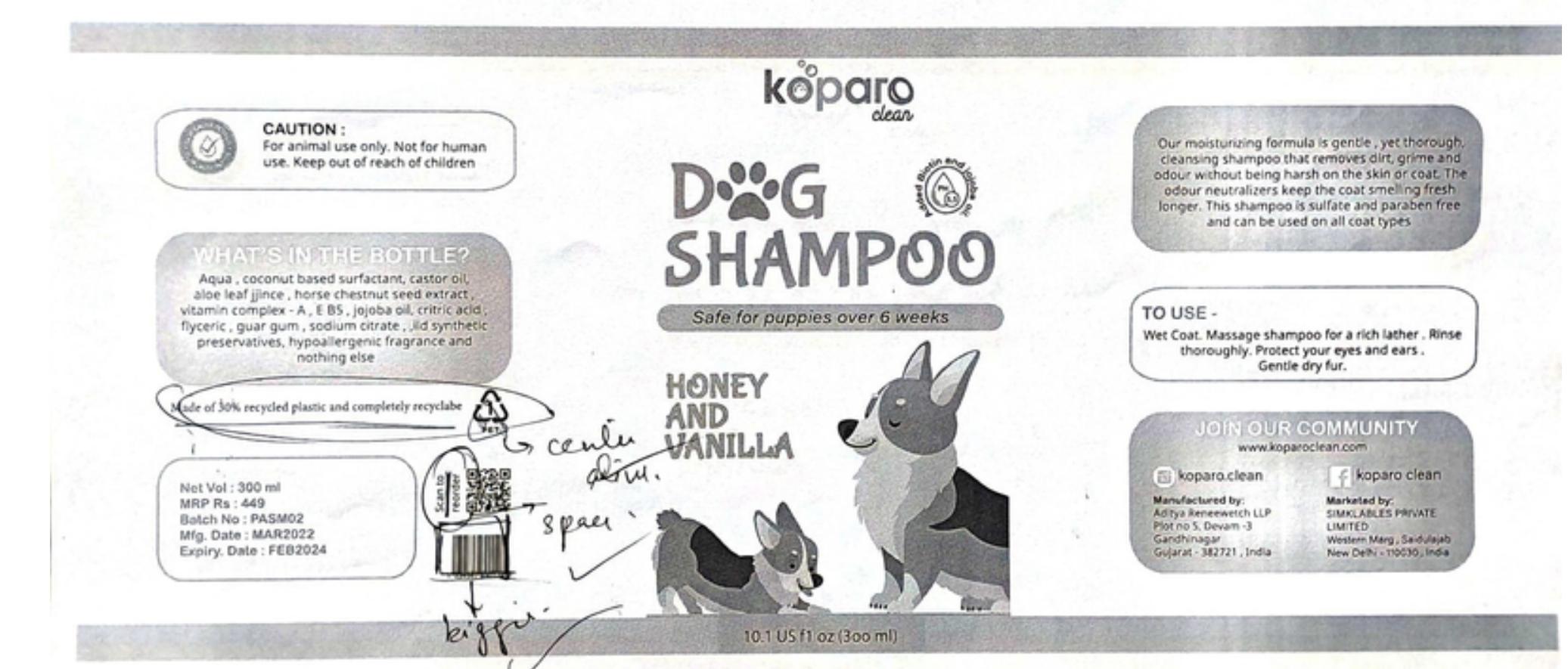
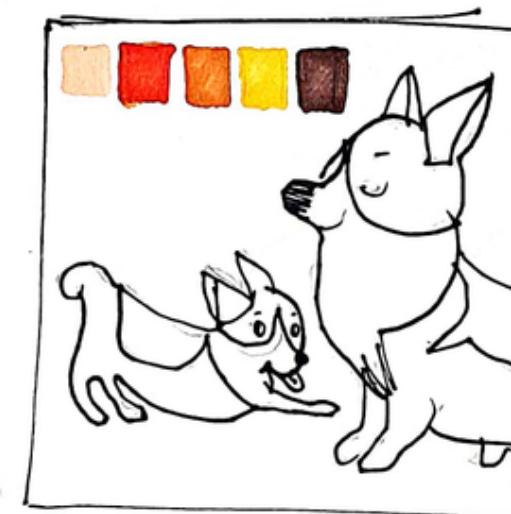


Commercials that talk about both its convivence and their sustainable material (on their website and amazon pictures)

PROCESS



2 dogs.



FINAL GRAPHICS



CAUTION :

For animal use only. Not for human use. Keep out of reach of children.

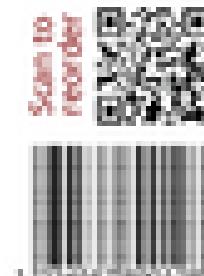
WHAT'S IN THE BOTTLE?

Aqua , coconut based surfactant, castor oil, aloe leaf juice , horse chestnut seed extract , vitamin complex - A , E BS , jojoba oil, citric acid , glycerin , guar gum , sodium citrate , all synthetic preservatives, hypoallergenic fragrance and nothing else

Made of 30% recycled plastic and completely recyclable



Net Vol : 300 ml
MRP Rs : 449
Batch No : PASM02
Mfg. Date : MAR2022
Expiry. Date : FEB2024



DOG SHAMPOO



Safe for puppies over 6 weeks

HONEY
AND
VANILLA



10.1 US fl oz (300 ml)

Our moisturizing formula is gentle , yet thorough, cleansing shampoo that removes dirt, grime and odour without being harsh on the skin or coat. The odour neutralizers keep the coat smelling fresh longer. This shampoo is sulfate and paraben free and can be used on all coat types

TO USE -

Wet Coat. Massage shampoo for a rich lather . Rinse thoroughly. Protect your eyes and ears . Gentle dry fur.

JOIN OUR COMMUNITY
www.koparoclean.com

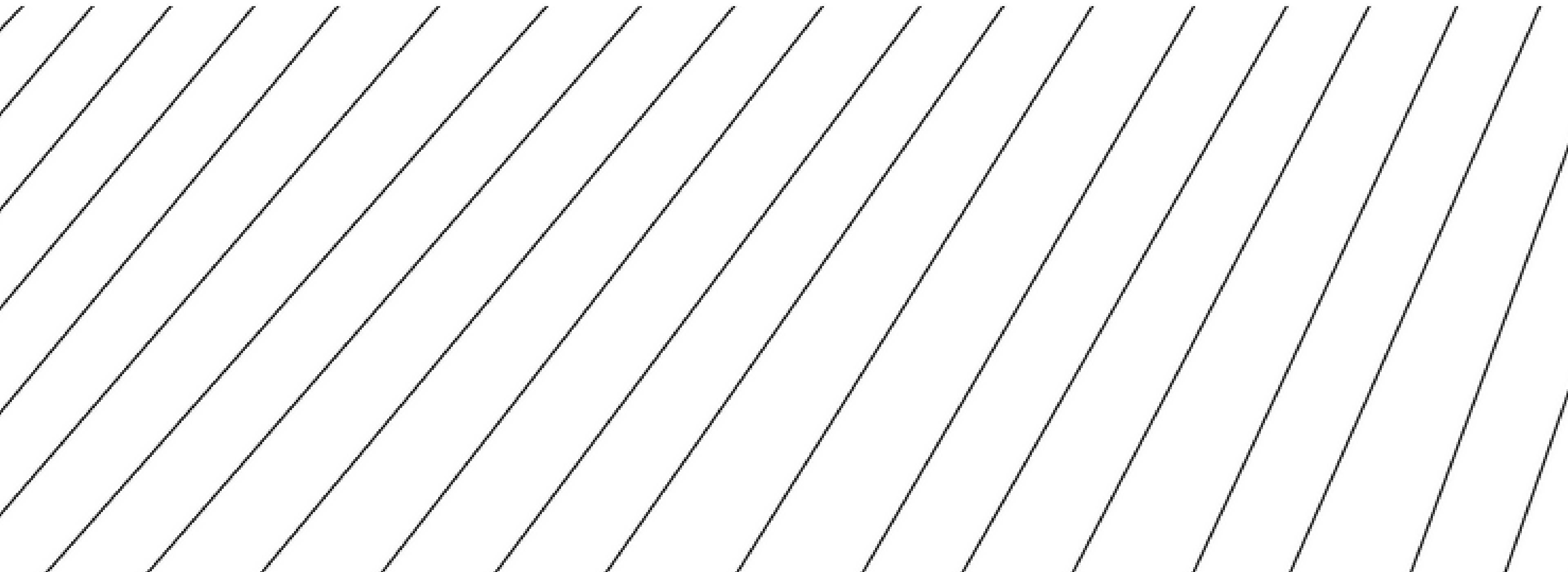


koparo.clean
Manufactured by:
Aditya Biocarewatch LLP
Plot no 5, Devam -3
Gandhinagar
Gujarat - 382721 , India



koparo clean
Marketed by:
SIMKLABLES PRIVATE
LIMITED
Western Marg , Saidulajab
New Delhi - 110030 , India

Since it is a running graphic , there are no fold or cuts , its just the glue lines at the back



MOCK - UP





PROTOTYPE





