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PRODUCT PACKAGING

Communication Design

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INDUSTRY ANALYSIS



Product packaging is, above all, a practical tool, but it also means much more than that for the product and brand it represents. It is the packaging that, through its design, convinces a consumer to purchase a product or not. Packaging design is the most important factor in marketing as consumer will first get to know about your business from product packaging design. Manufacturers are annually spending over \$150 billion in product packaging globally.

- 52% consumers will buy product again if they gets products in premium packaging
 - 90% consumers actually reuse the packaging boxes and bags after purchase
 - 30% increase in consumers if business focuses on product packaging design
 - 74% consumers from under 18-25 age likely to share product packaging photo on social media after purchasing products from online
 - Almost 40% consumers would share product packaging photo on social media if they like it, think that company paid attention in it or thinks that it's interesting
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INDUSTRY ANALYSIS



The global packaging design services market size was valued at \$21.9 billion in 2020, and is projected to reach \$31.9 billion by 2030, growing at a CAGR of 3.7% from 2021 to 2030.

India Packaging Market size was valued at US\$ 81.07 Bn in 2021 and the total revenue is expected to grow at 26.1% through 2021 to 2027, reaching nearly US\$ 325.95 Bn.

A major zone of innovation that is likely to open up over the next decade is that of smart packages.

Essentially, smart packaging leverages smart materials and programmable nanotechnology to enable a package to sense or measure various attributes of the product and then communicate that information to users by sending, for example, a signal to a smartphone.

There are already several local innovations taking this idea forward around the world.

COMPETITOR ANALYSIS

Direct competitors :

1. The Netmen Corp.
2. Pulp+Wire
3. Murmur Creatives
4. d'Origin

Indirect competitors :

1. Hilda Mumbi
2. Deenie.design
3. Long&Short

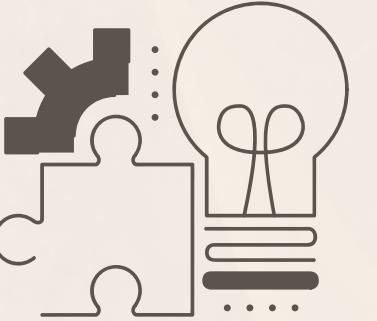
Replacement Competitors: 1. Lyan Packaging supplies.

2. Printo - Easy one stop printing
3. Local packaging material vendors.



SWOT ANALYSIS

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">1. Attractive and unique packaging designs.2. There is a story behind each package.3. Personalised one to one packaging design.4. People gets the feel of the product by the packaging itself.	<ul style="list-style-type: none">1. The cost of the designers is not affordable for small scale businesses.2. The online platforms don't have a personalised thoughtful packages according to your products.They have a specific come pattern which they tweak according to the consumer.	<ul style="list-style-type: none">1. Increasing the use and promoting sustainable design.2. Businesses are increasing new verticals are arising which will increase the opportunities In packaging industries.	<ul style="list-style-type: none">1. Safe packaging materials and designs.2. Its should not hamper the beliefs of the people.3. There is strong competition.Many graphic designers and freelancers are emerging.



CONCEPT SKETCHES - TEXTURE

Initial ideations

④

a hole to hang it anywhere you want
company logo.
Turn to open.
→ a lock system.
This design can take shape of animals for kids nailcutter.

nailcutter inside
pictograms
on bottom half
→ 4in1. is explained by pictograms

Wool knotting package.

A soft wool gives the feeling of softness & hair you will get after using the product

It's a pouch which can be used as a pouch for keeping your cosmetics or other grooming products.

②. Shampoo - Curly hair care kit.

① Shampoo ② Conditioner ③ Mask ④ Wrapping ⑤ Curly cream defining gel.

MRP & use before manufacturing date barcode.
pictograms of each product (shampoo, conditioner, mask, cream & gel)
essence of each product.

Nature's blessing
love your curls.
chemical free.

Since people have a tendency to dislike the product due to its smell.
Ingredients & benefits & effects.

⑥ Shampoo. (Indian culture).

Mod texture strawy brown colour.
Ayurvedic nature elements used in product.
There was a culture in older days to use natural mud & plant extracts (like aloe vera) & make shampoo at home.

Company logo

Visual texture → depicting culture.



CONCEPT SKETCHES

Final ideations

① Hair care kit

- Mud texture: In between mud texture there will be pores from which the fragrance of the product will come.
- Logo of the company in the middle.
- Ashwagandha symbol: A small circular emblem with a stylized plant inside.
- These hair pins will help consumers to manage their hairs while washing them & styling them.
- The instructions & steps to use the product will be there at the back.
- The taglines on the 2 sides.
- The ingredients & MRP, barcode, use by, Mfd. etc will be on other 2 sides.

② Skin care routine for Indian women.

- Gond art on box.
- These boxes will have different Indian folk arts on the top with logo in corner.
- These arts will consist of women taking care of their skin which will connect to the story of women & culture.
- This will remind local women to take care of themselves.
- These boxes will be made of processed leaf fibres which are biodegradable & eco-friendly.
- The raw materials required are also low cost.
- These boxes will tell the story of each art and its authenticity.
- This box will contain one small drawing section for women to fill and make the folk art.
- This will give them a break from their daily routine & make them think for themselves.
- drawing activity: A small sketch of a square frame with a central drawing area and lines for drawing.
- The story around it: A small sketch of a rectangular frame with a central drawing area and lines for writing.

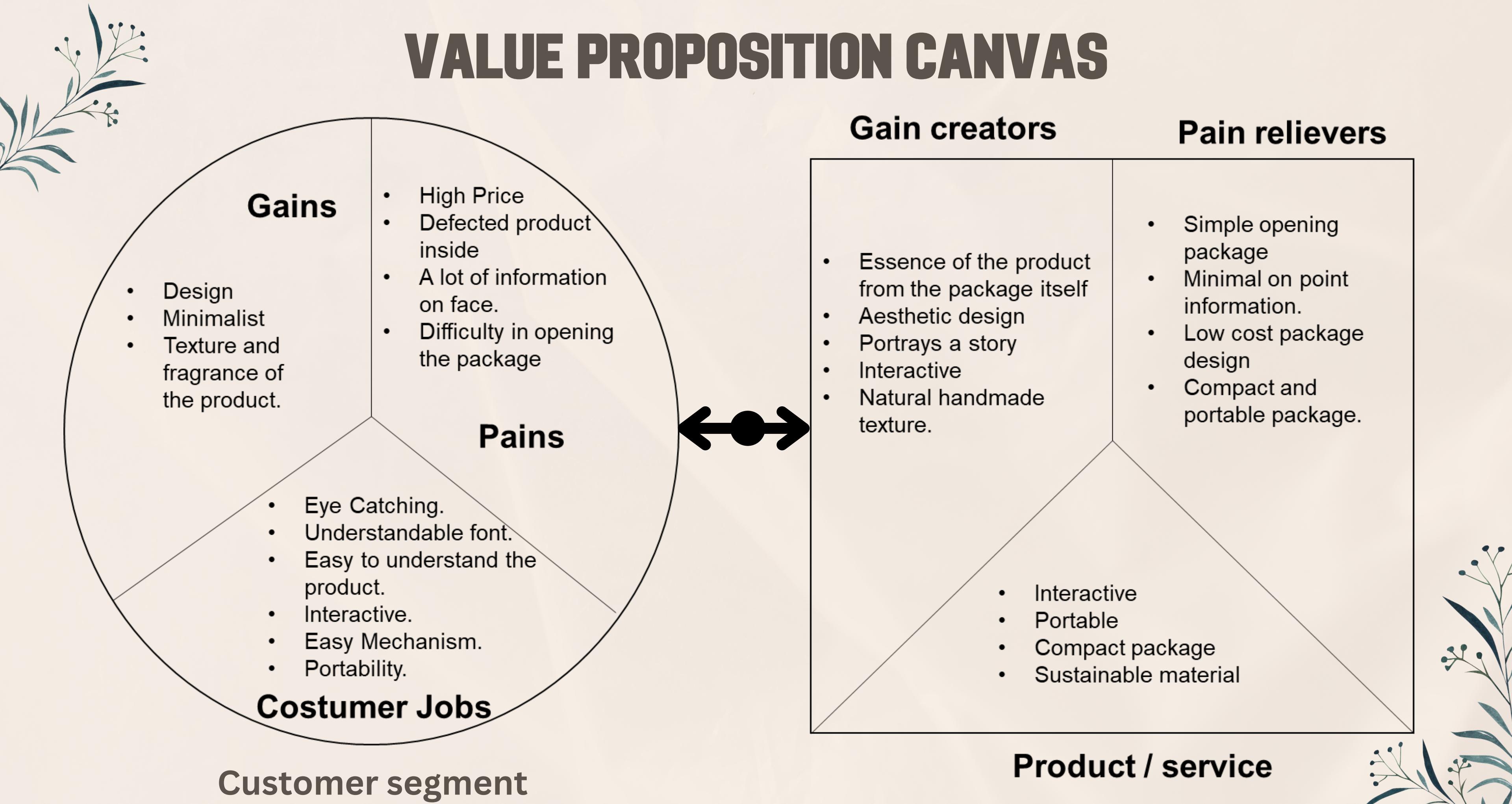
③ Kids skin care products

- The kids can press the trunk and the cream will come out.
- See this different animal cartoon interactive bottles for creams & soaps of kids.
- pull the tail to remove the shampoo.
- The box top will contain a maze for kids to play. They will connect the animals with their habitats.
- Rest all mfd, MRP, barcodes or bottom sides.
- Its benefits on the vertical sides.

④

- bottle blocks: The client will be able to build their bottle in the shape they need.
- approx 3 to 4 options according to their product will be given.
- It's a diy packaging kits skin care
- ⑤ For coconut based products.
- It can be opened by screwing this cap.
- A whole coconut
- coconut shell shaped bottle.
- This package will tell the story of how coconut is extracted from the green coconut which comes from tree.
- The marketing information on backside bottom part.
- backside upper part will have ingredients list.

VALUE PROPOSITION CANVAS



Competitor analysis made me go deep into the cultural and geographical importance of the product and try to experiment with different techniques of folding and cutting to make the package interesting and that my packaging is able to portray a story. Also it made me look into the pricing of the packages since my direct competitors charge a lot and which is very expensive for startup businesses.

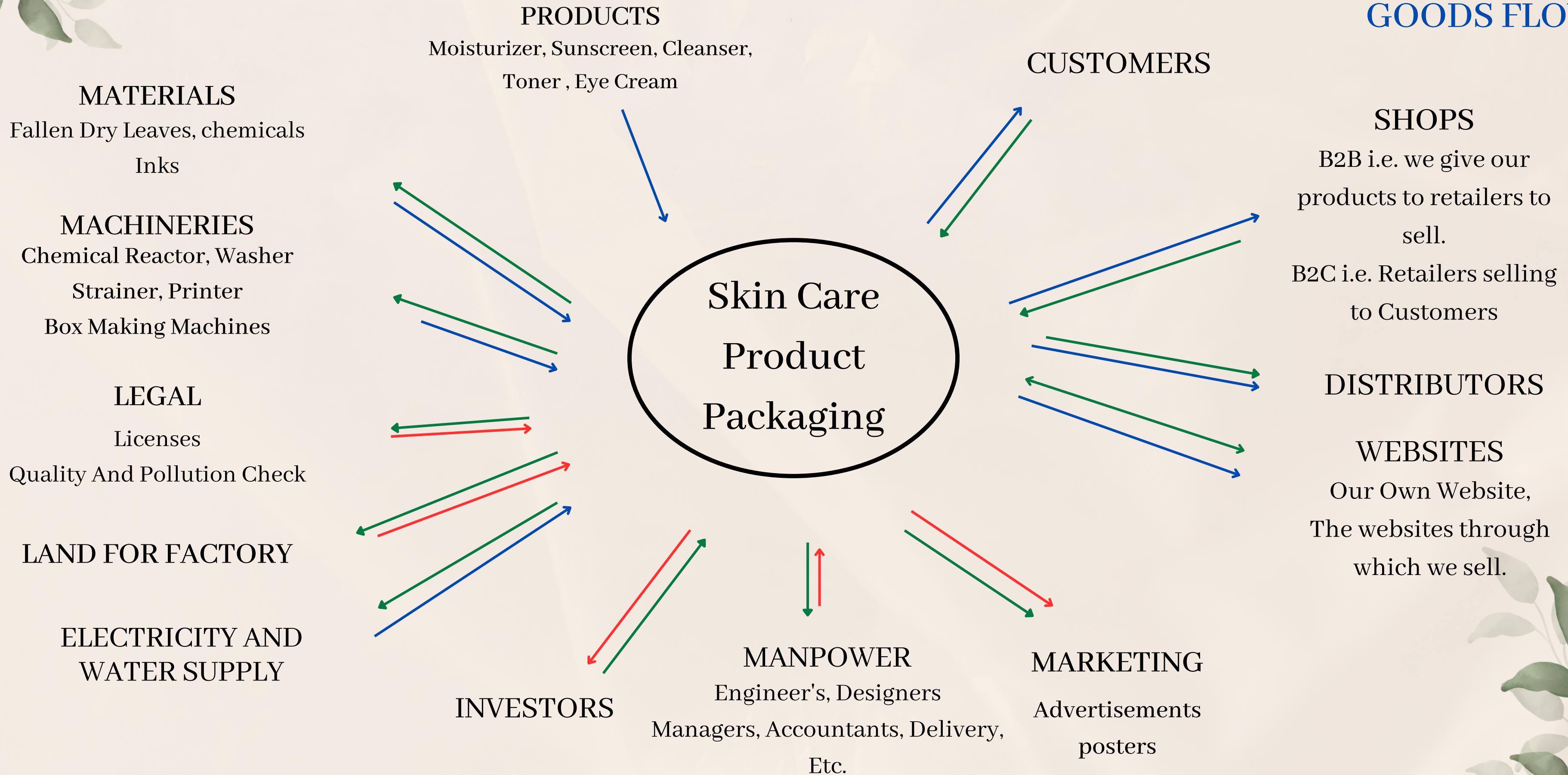
Value proposition canvas made me revisit my idea and think more from customer perspective since we got to know the customer segment of our product package. My idea doesn't have the fragrance of the product and to show that I will use some cutting design on the package to fulfill the need.

HOW VALUE PROPOSITION AND COMPETITOR ANALYSIS HELPED IN FINAL IDEATION



BUSINESS ECOSYSTEM

CASH FLOW
DATA FLOW
GOODS FLOW



Accountants - They can raise questions on the costing of the package and the techniques used to make it.

Lawyer- He see that whether we are not breaking any rules and handles all the legal documents of the company.

Design colleagues - Through various brainstorming sessions the designs changes through the criticism from within your team.

Marketer- they look into the market and tell us about the trends going on and how can our product stand in the market.

POTENTIAL INFLUENCERS



FINAL PRODUCT PACKAGING

RUCHA SKIN CARE

Rucha means light, brilliance and desire. Its a skin care brand which is designed from the roots of our country.

Rucha promotes Indian folk arts like Kalamkari, Madhubani and Gond Painting.

Its package is made from sustainable material which is made by processing dry leaves.

On the back side of the package there is one drawing of the art for the women's to paint and make time for themselves.



FINAL PRODUCT PACKAGING

WHAT TO DO WITH THE PACKAGE??

Cut and frame the painting you did
and return the rest package by
scanning the QR code so that we
can recycle them and bring more
products for you!!



FINAL PRODUCT PACKAGING

PRINTING TECHNIQUE USED

Digital Printing

for more of an olde-worlde look, it's possible that the issues with digital printing in this area could actually make your prints look better. As ever, we will need to run some print tests, and digital print is cheap.

NET DIAGRAM



INFORMATION ON PACKAGE



Rucha Skin Care Products

Our Products

Cleanser - 50 ml
Toner - 50 ml
Moisturizer - 100 ml
Sunscreen - 100ml



Essential oils



Not Tested
on animals



What we Put In

Kakadu Plum (Vitamin C rich), Hyaluronic acid (holds moisture and hydrates skin), Arbutin (Skin brightner), Coffee oil (antioxidant, repairs dark circles and puffiness and increases blood circulation).



What We Keep Out



Caution

Store in a cool, dry place. For external use only. Avoid direct contact with eyes. In case of irritation, discontinue use and consult your doctor. Colour of the product may change due to use of natural ingredients and essential oils.



Mkd. By: Anita Consumer Technology
Private Limited, 1956/5, JJ,
Chuna Mandi, Bhuleshwar, Mumbai
-400001
CIN: U65999TL3016TC4xxxx
Get in Touch: +91-11-42087xxxx

care@rusha.com
www.rusha.com
M.L. No. 11/C- 2004
Mfd by: Trisha Jain National Pvt. Ltd.
D-2, Wadghar chowk, Thane,
Maharashtra- 421301, India.

Net Volume: 300 ml
MRP ₹ (inclusive of all taxes): ₹ 1000.00
Batch no.: MHS- 01
Manufactured: 04/2023
Expiry: 2 Years from the date of
manufacture.



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THANK YOU

Trisha Jain

