



Flyberry<sup>TM</sup>  
GOURMET

Sodexo - Diwali Gifting 2020

## Overarching theme: *Hope*

*This year could use a little hope, health and happiness.*

*That's exactly why we created the **Flyberry Hope box**.*

*A curated and interactive box with products that are healthy,  
spread goodness and make Diwali at home a little better.*

# Interactive Box Design

Structure of the box will be a cylindrical paper-tube with a velvet finish artwork that tells a relatable story - and one very relevant to the current times.



*The lockdown saw us put on various hats. The hobbyists, the binge watchers, the exercise freaks, the bookworms. Our outer packaging will bring this out by creating fun, quirky and relatable characters who celebrate in their own special way. By turning the lid of the container, you can create a whole new character.*

*Made to make you smile.*

# Health:

## I. Flyberry fruits and snacks

From Flyberry's exquisite selection. We can look at different ways to present the goodies.

The products will be filled in cylindrical shaped clear jars with clear labels for visibility.

Proposing the following four picks:

1. **NUT MIX: Double Roasted and flavored (Diced almonds + Halved cashews)**
2. **FRUIT MIX: Diced Apricots + Dehydrated Rambutan + Coconut Chips + Cranberries.**
3. **SEED MIX: a delicious mix of sunflower, flax, melon and pumpkin seeds.**
4. **DATES + HAZELNUT CHOCOLATE DIP.**



Copy direction:  
Witty, fun headlines that hint at what's inside





# Health:

## II. Masks

Keeping with the times.

We will be engaging with NGOs working with local handloom artisans of Telangana to develop and supply the masks.

The masks will be customized in our own designs and colors to suit the overall theme of the gift box. They will be 2 ply washable masks block printed with natural dye. Sustainable materials like organic handloom cotton will be used to stitch them together.

[Reference link for more info](#)



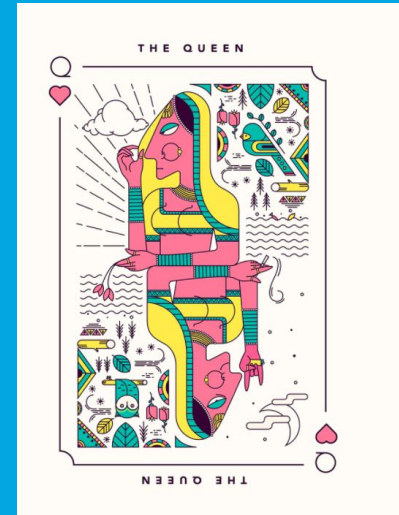
# Happiness:

## Option I. Deck of Happiness

A twist on Teen Patti.

We'll create a deck of cards that have our custom Flyberry design each with a lockdown spin on it.

A fun keepsake that will be saved for later.



# Happiness

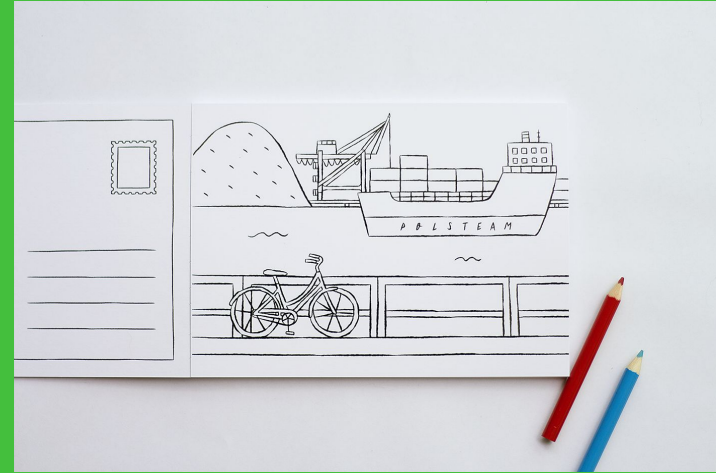
## Option II. Add colour to Diwali

We know people are bored and anxious at home. Colour therapy was a trend a few years ago - with adult colouring books being all the rage.

We will make an adult colouring book with typical Diwali scenes - letting people bring their favourite memories to life.

These can double up as postcards that people can send to their loved ones.

Alternately we can develop these in a circular shape with a foam base to double up as coasters.

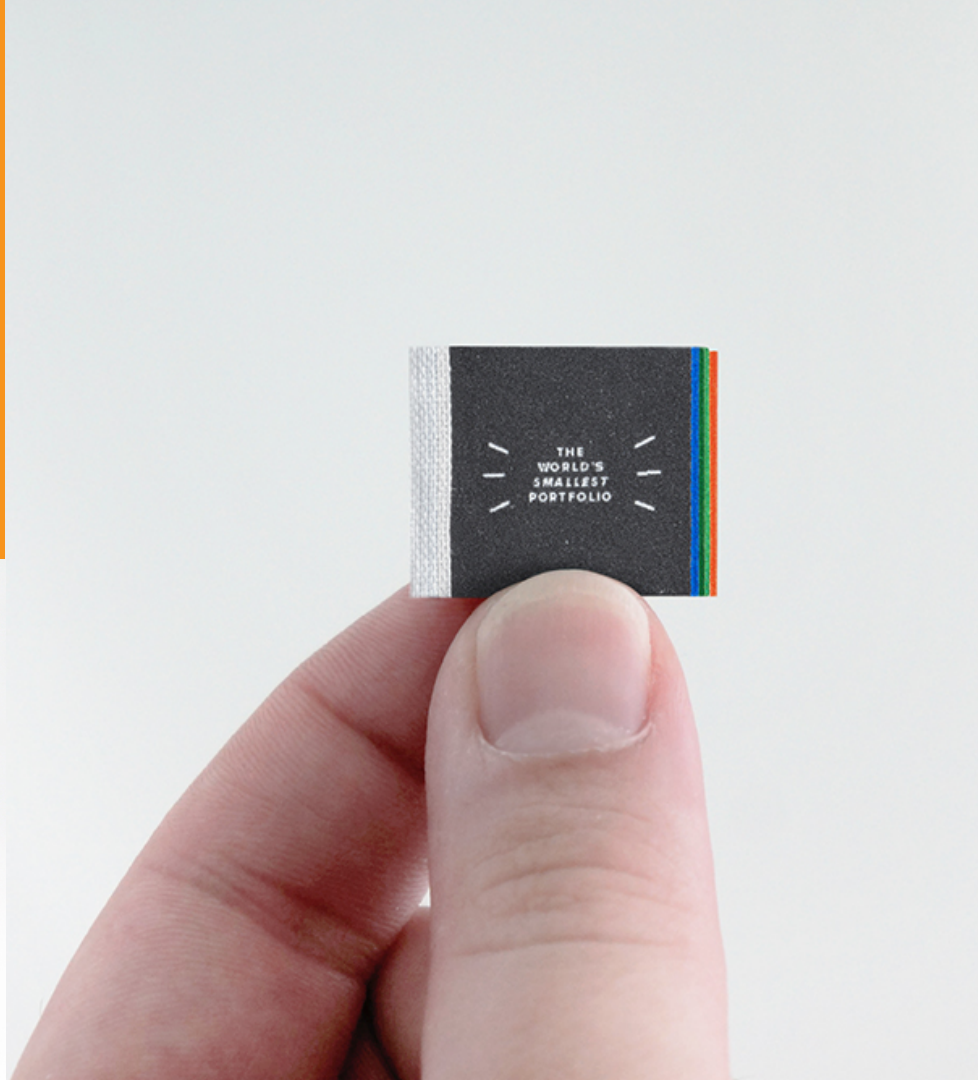




# Hope

## Option I. The little book of good news.

Flyberry knows that bad news is all around us. We'll create a tiny book of all the good news around to bring a dash of hope to our new friends.



# Hope

## Option II. Ceramic Incense Holder

A bespoke incense holder handcrafted in ceramic.

The holder will feature a knot-shaped design signifying the importance of having strong bonds with each other and sticking together in these trying times.

The refreshing aroma of the incense will embody the spirit of the festival, bringing calm and peace. As a table-top object, the holder will be a constant reminder of hope.



**Thank you!**