

frank.
green

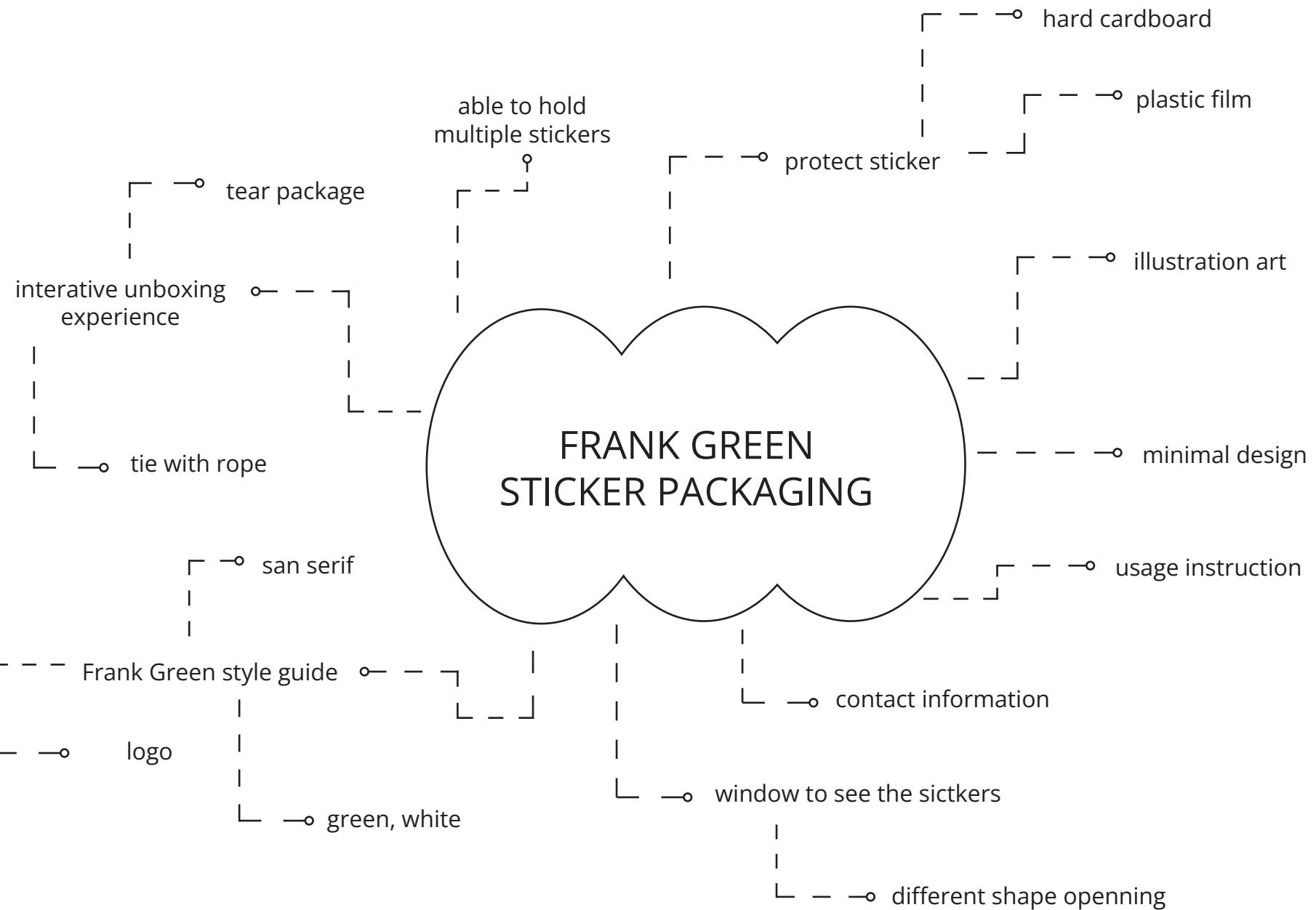
GREEN
LIVING

Vinyl Stickers

Frank Green is a recognised leader in sustainable products, offering customisable and reusable solutions that resonate with eco-conscious consumers. Through monogram services, customers can personalise their Frank Green water bottles which creates a unique bond with their possessions.

Introducing a new product called Vinyl Stickers, where customers can personalise their belongings and express their personalities even further. This initiative aims to foster deeper emotional connections with our customers, enhance brand loyalty while staying true to our sustainable values. It's about making every product uniquely yours while making a positive impact on the environment.

Welcome to a more personal and sustainable world with Frank Green.



COMPETITORS ANALYSIS

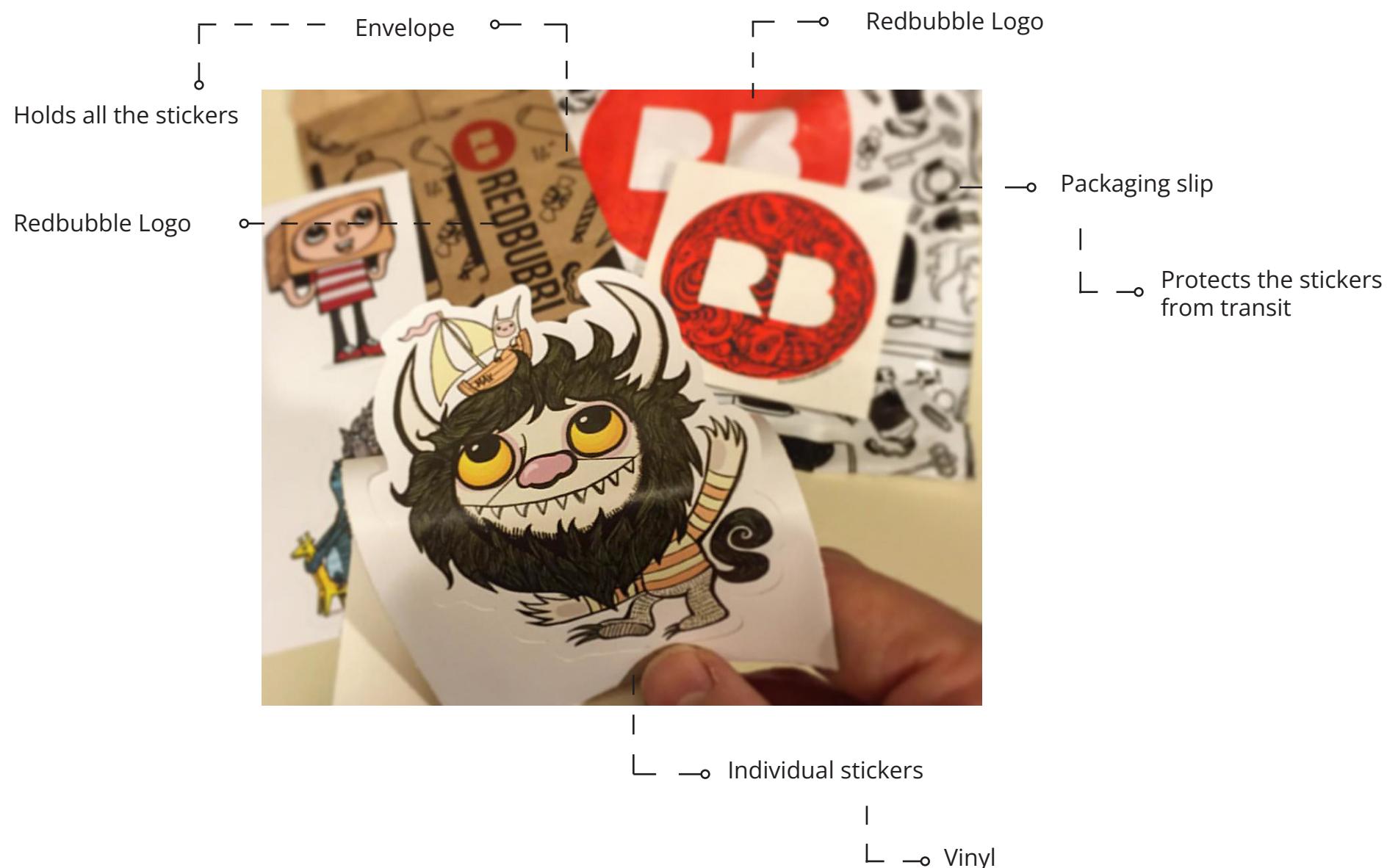
Kadink Stickers



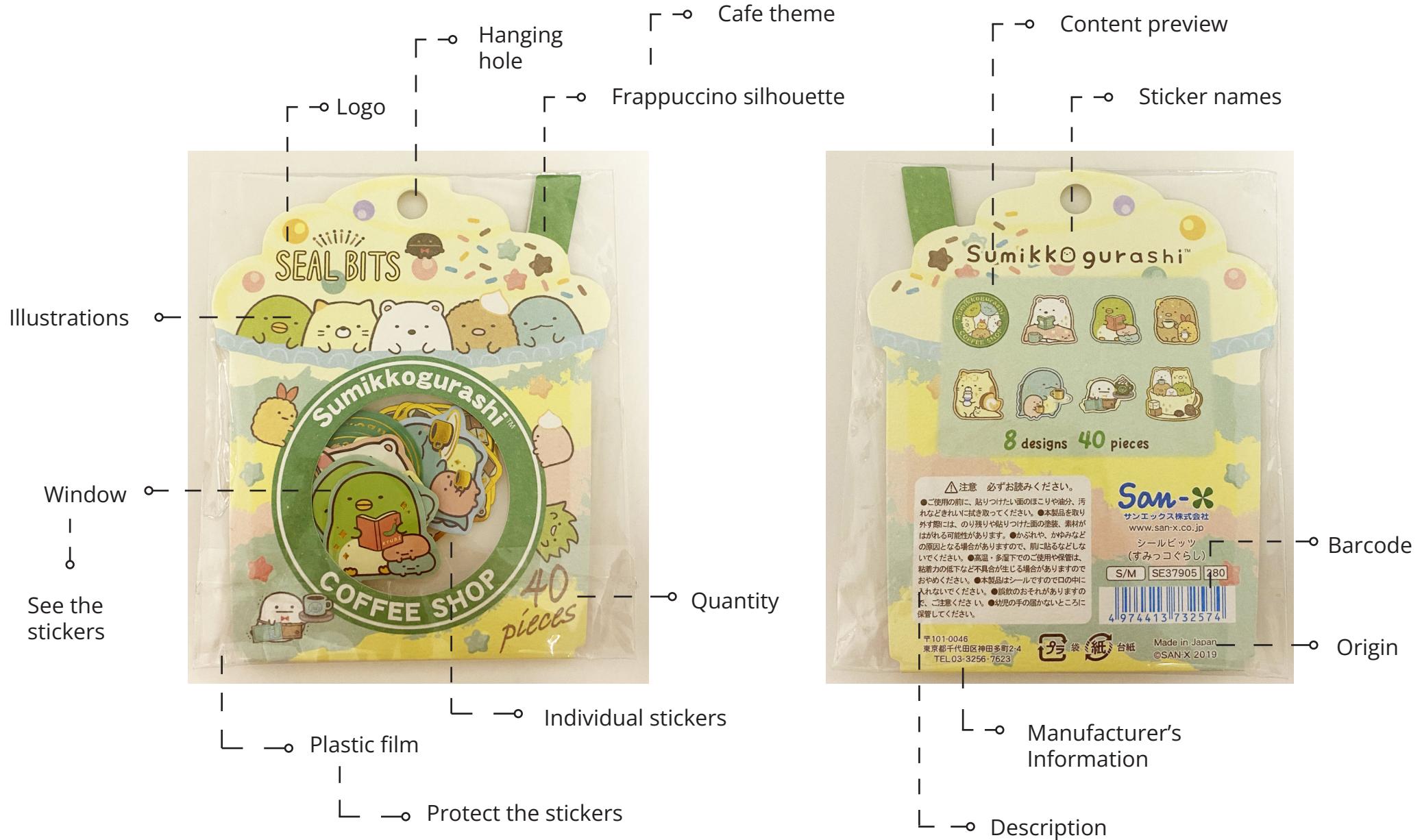


Kadink stickers are neatly arranged on a display rack to ensure visibility to customers. The packaging is designed to capture potential buyers' attention by featuring clear packaging which enables customers to view the designs without opening the package.

Redbubbles Stickers



Japanese Stickers





FRANK GREEN PACKAGE ANALYSIS



The main retail store that carries the entire range of Frank Green products is David Jones.



Placement 1

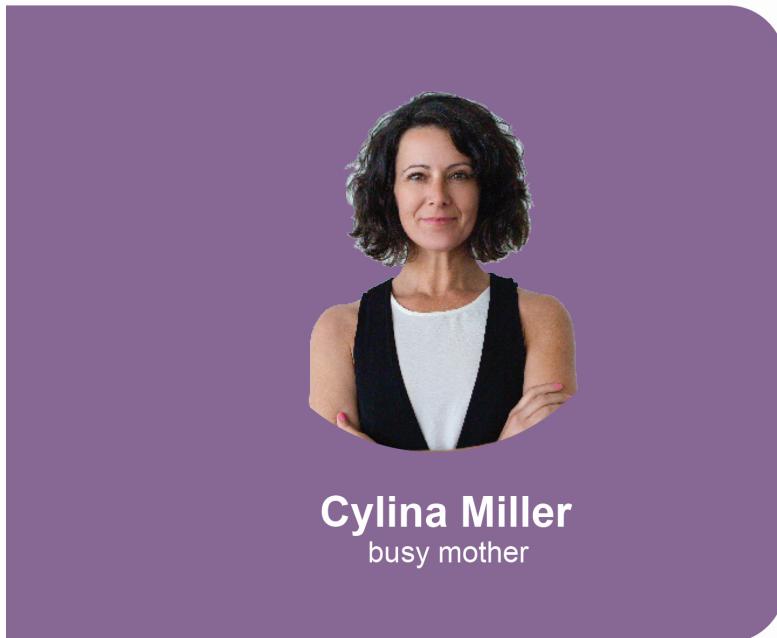
The initial placement for the Frank Green stickers will be alongside the Frank Green bottles. The packaging must be cohesive, adhering to the same design and capable of standing on the shelves.



Placement 2

The second placement will be on the display hooks, where it can either be showcased independently or positioned in proximity to the water bottles. The packaging must include a hanging hole.

TARGET AUDIENCES



Age:

40

Gender

Female

Occupation:

Consultant

Marital status:

Married

Family:

3 Children

Fav Movie:

Titanic

Fav Colour:

Purple

BIO

Cylina, is a loving and busy mother of three, a son and two daughters. She is dedicated to providing her children with the best experiences and products that align with her values. She believes in sustainable choices and cherishes moments of creativity with her kids. Cylina is constantly finding products that reflect her family's unique identity and encourage her children's self-expression.

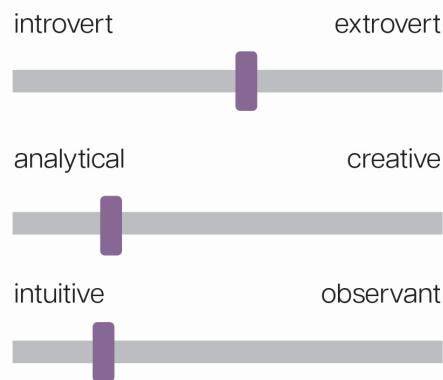
GOALS

- Expressing Individuality
- Creating Meaningful Moments
- Sustainability and Durability

PAIN POINTS

- Limited Personalisation Options
- Busy Schedule
- Quality vs Price

PERSONALITY



TECHNOLOGY



BRANDS





Cylina Miller

busy mother

Feel

- Excited
- Anxious
- Proud
- Happy

Think

- "I value quality over quantity when it comes to my children's belongings."
- "Personalised products can be a great way to create lasting memories with my kids."
- "I want my children to develop a sense of individuality from a young age."

Say

- "I want my children to have unique belongings that reflect their personalities."
- "Finding time for creative activities with my kids is important to me."
- "I wish there were more sustainable options for kids' products."

Does

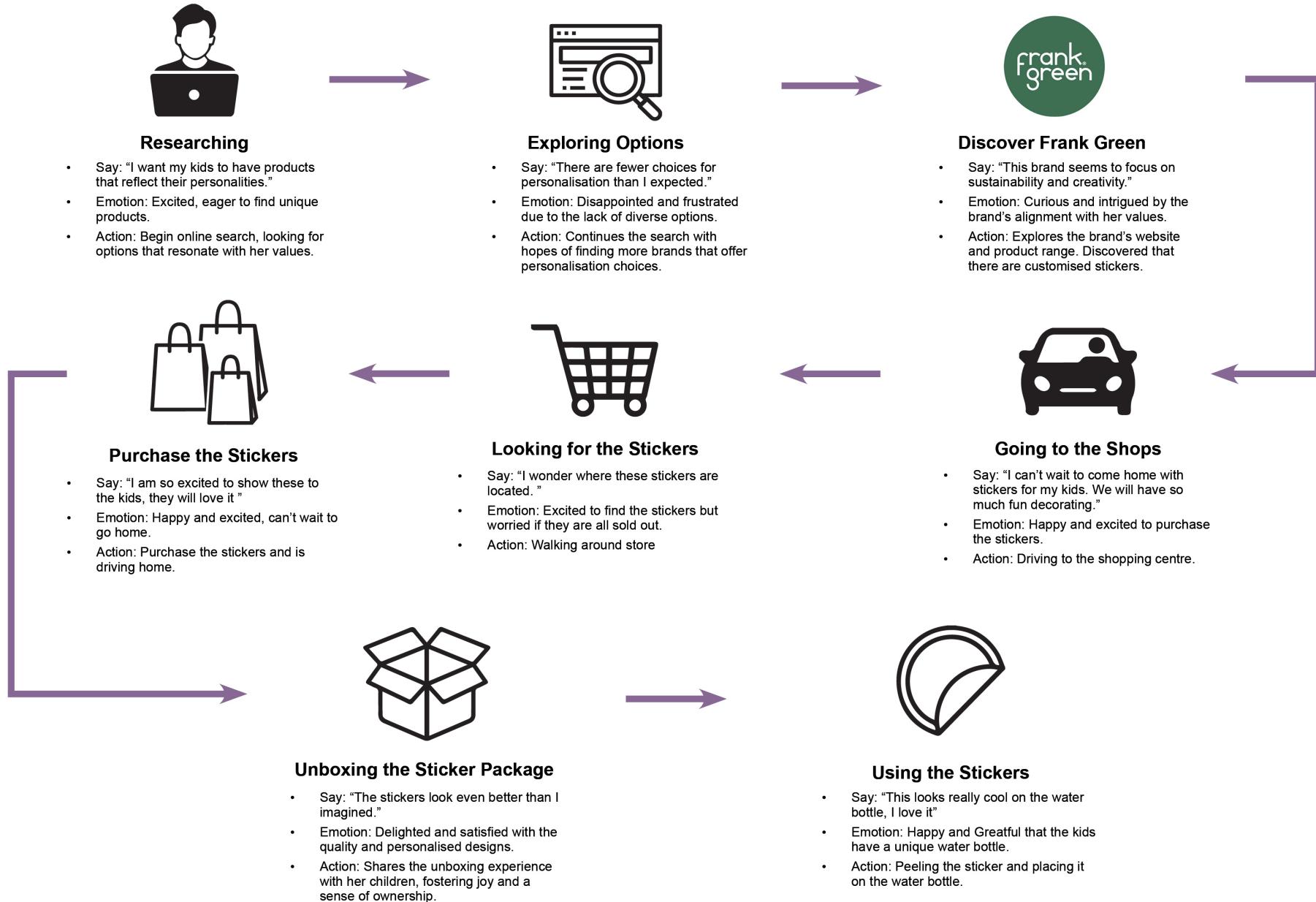
- Searches online for customisable products
- Invites her children to be part of the personalisation process to foster creativity and bonding.
- Looks for brands that share her values

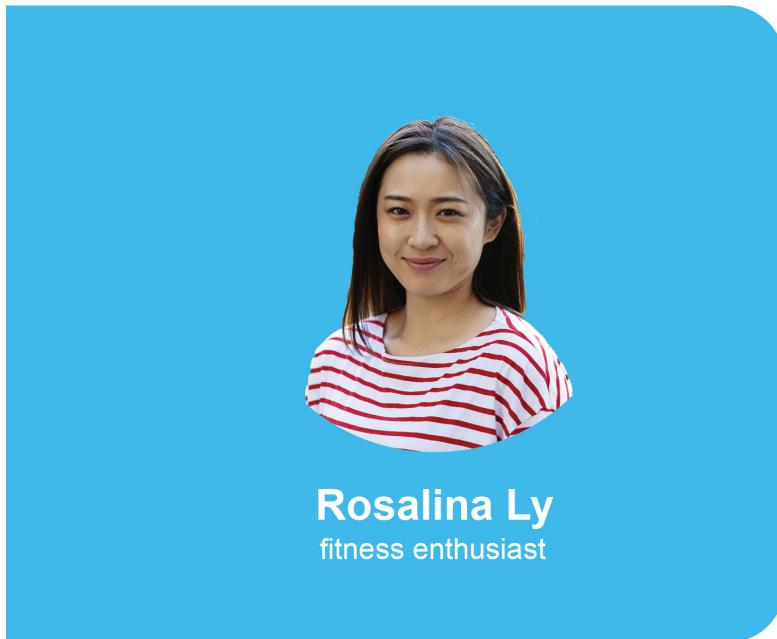
Pain

- Struggles to find a wide range of customisation options for her children's belongings.
- Feels overwhelmed by her busy schedule and limited time for researching products.
- Worries about the environmental impact of conventional, non-sustainable children's products.

Gain

- Finds joy in creating unique, memorable moments with her children through personalization.
- Experiences a sense of accomplishment when she discovers high-quality, sustainable products.
- Builds a stronger bond with her children by involving them in the creative process of customisation.





Age:

21

Gender

Female

Occupation:

Graphic Designer

Marital status:

Single

Family:

0

Fav Movie:

23 Dresses

Fav Colour:

Blue

BIO

Rosalina is a fitness enthusiast who's passionate about maintaining an active lifestyle. She is super creative as she is a graphic director. In her free time, she enjoys spending time outdoors and participating in various fitness activities like running, yoga and hiking.

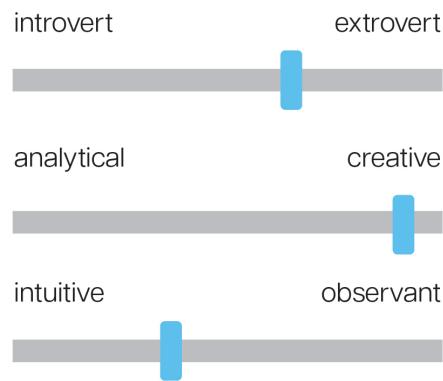
GOALS

- Personalised Fitness Accessories
- Motivation & Self-Expression
- Convenience & Sustainability

PAIN POINTS

- Limited Personalisation Options
- Quality vs Price
- Style vs Functionality

PERSONALITY



TECHNOLOGY

Internet



Social Media



Games



Online Shopping



BRANDS





Rosalina Ly

fitness enthusiast

Feel

- Excited
- Frustrated
- Confident
- Motivated

Think

- “Fitness should be enjoyable and a form of self-expression.”
- “Accessories that resonate with my creativity can boost my confidence during workouts.”
- “I value sustainability and want my products to align with my eco-conscious beliefs.”

Say

- “I want my fitness accessories to reflect my personal style and creativity.”
- “Staying active is a crucial part of my routine.”
- “I’m always looking for products that motivate me to push my limits.”

Does

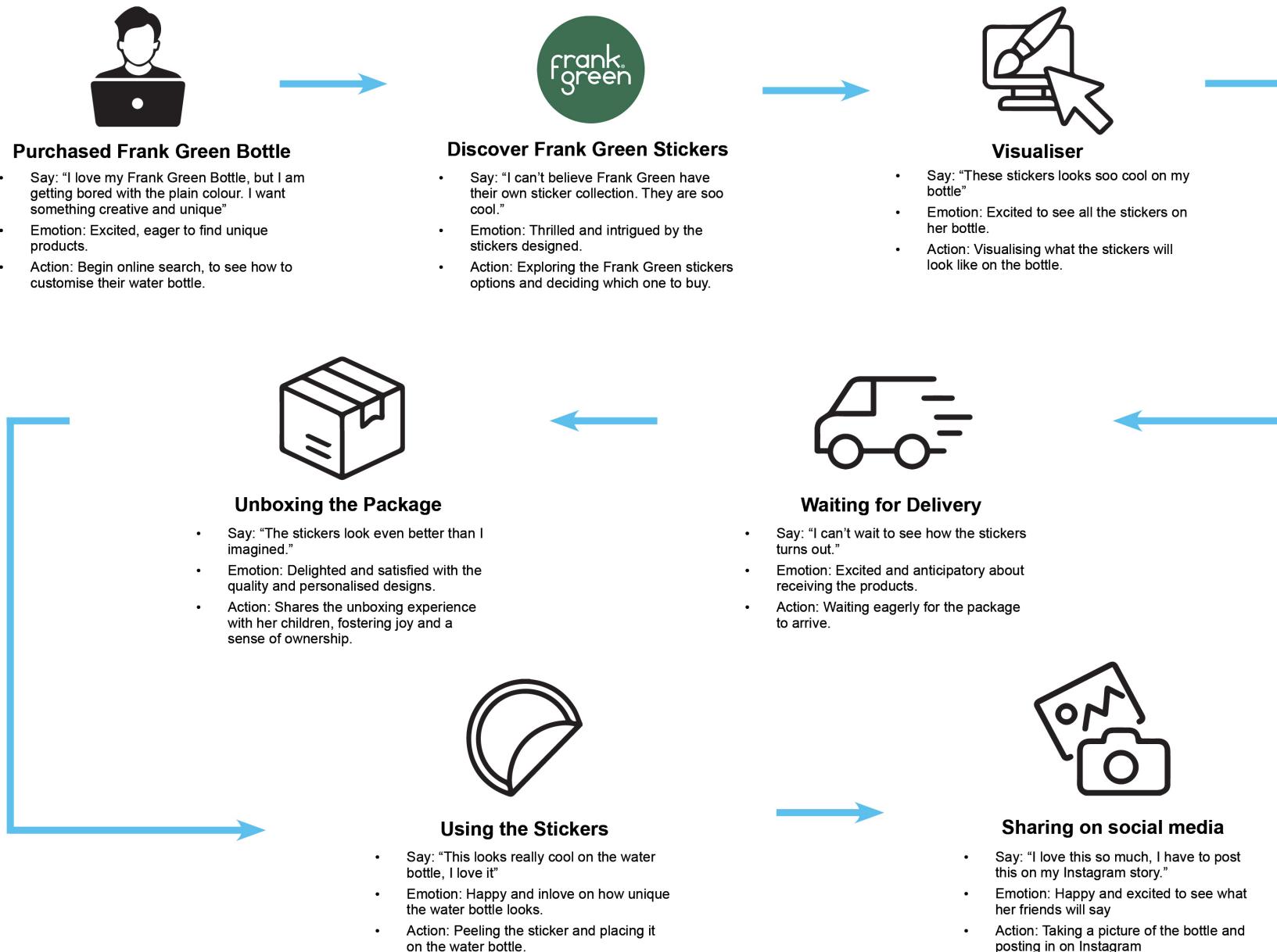
- Searches for fitness accessories that offer customisation.
- Engages in various fitness activities.
- Integrates art and creativity into fitness routines, looking for products that enhance this connection.

Pain

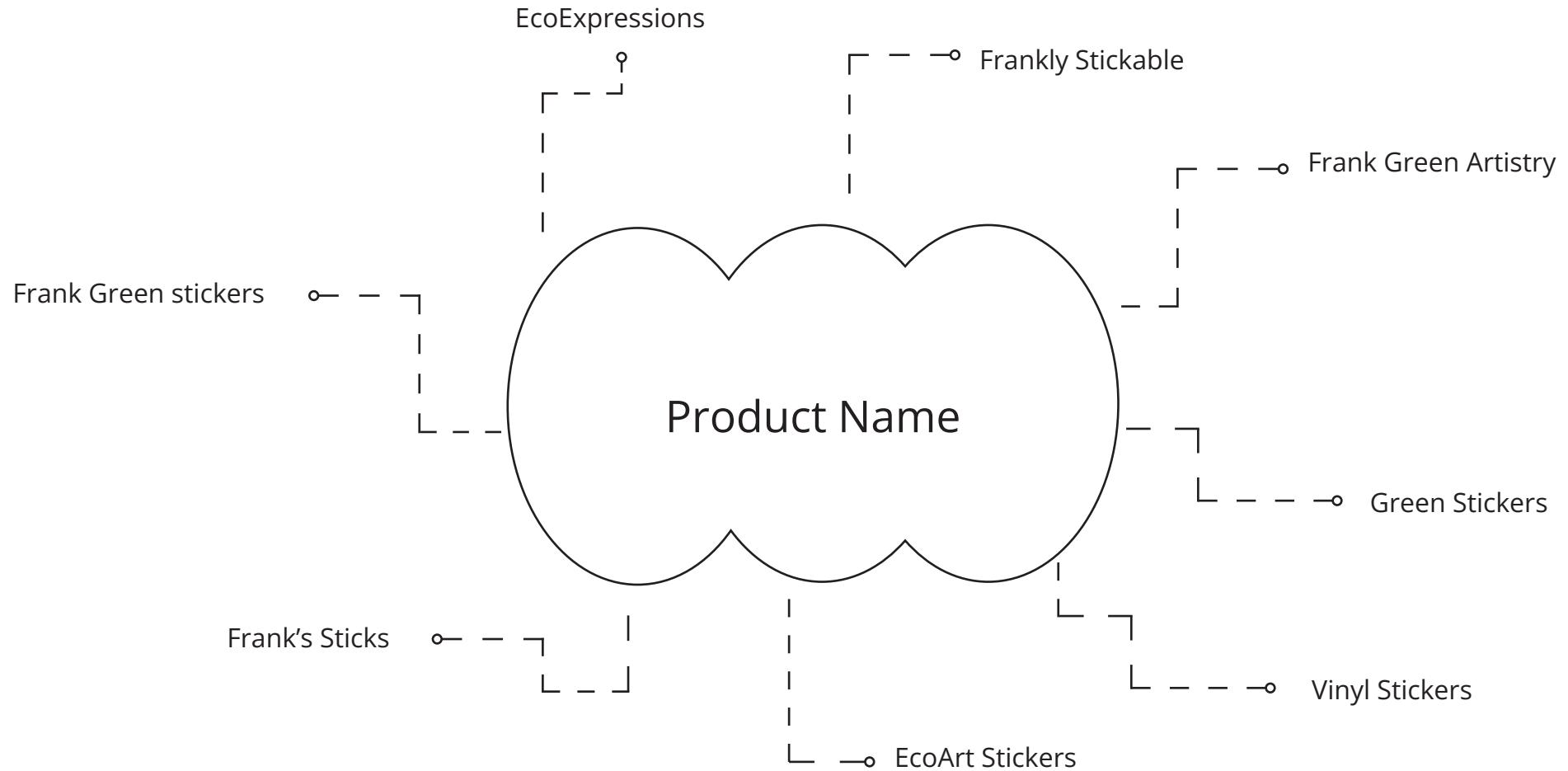
- Struggles to find fitness accessories that match their artistic taste and personal style.
- Balances the need for performance with the desire for aesthetic appeal.
- Time constraints due to a busy schedule, impacting their ability to research and find personalized fitness products

Gain

- Experiences a sense of accomplishment when they find fitness accessories that resonate with their creative personality.
- Feels motivated and confident during workouts when using personalised accessories
- Aligns with their sustainability values by investing in eco-friendly, reusable fitness products.



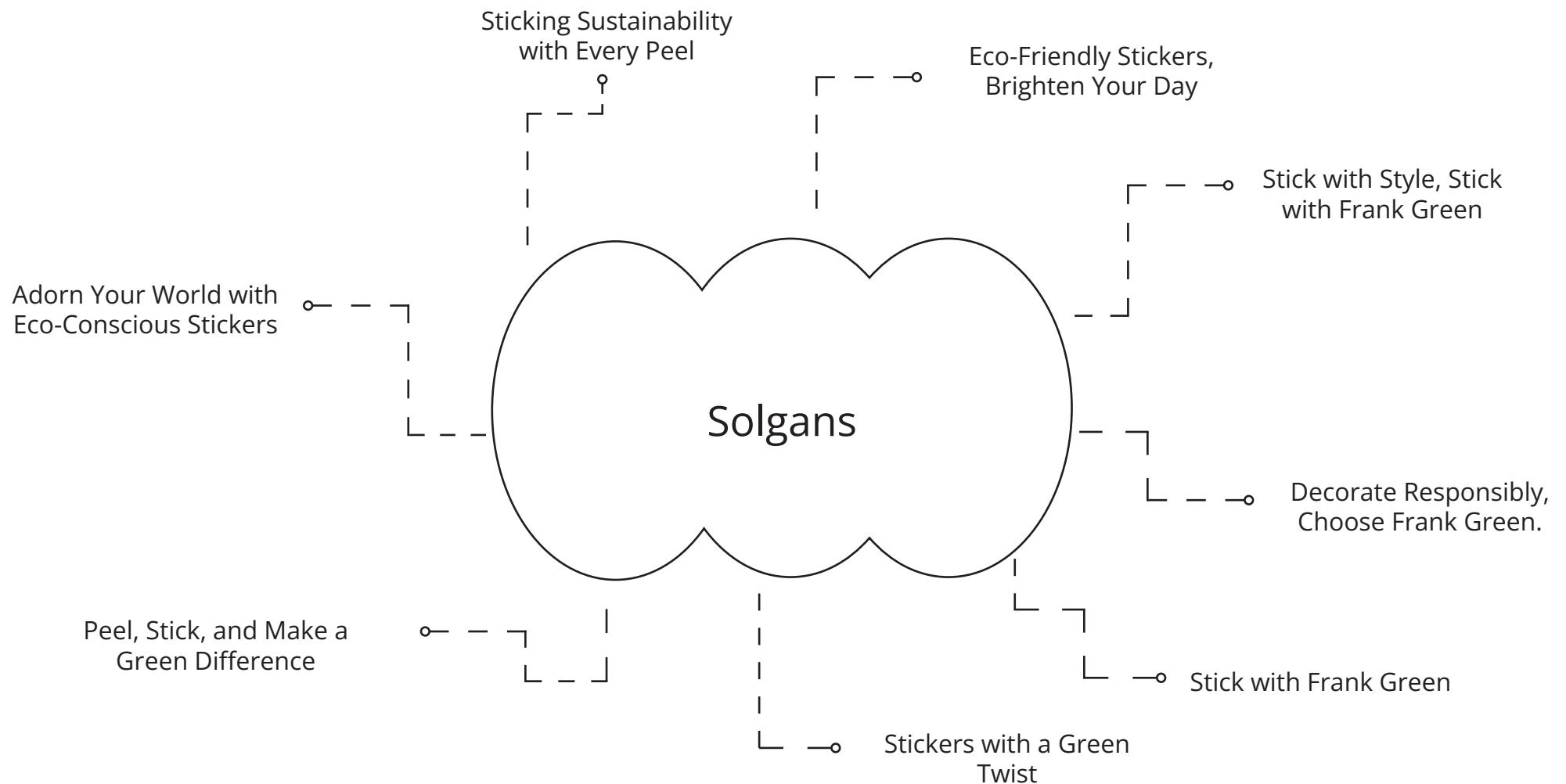
IDEATION



Product Name

Vinyl Stickers

Frank Green product names are straightforward and transparent. For example their water bottler name are “Ceramic Reusable bottle” which clearly tells the consumer what the product is. Therefore I chose “Vinyl Stickers” as the product name for the new product line for Frank Green. The term Vinyl conveys the primary material used for these stickers, promoting transparency and informing customers that they are acquiring durable and long-lasting products. This choice maintains consistency with Frank Green’s commitment to simplicity, honesty, and high-quality offerings.

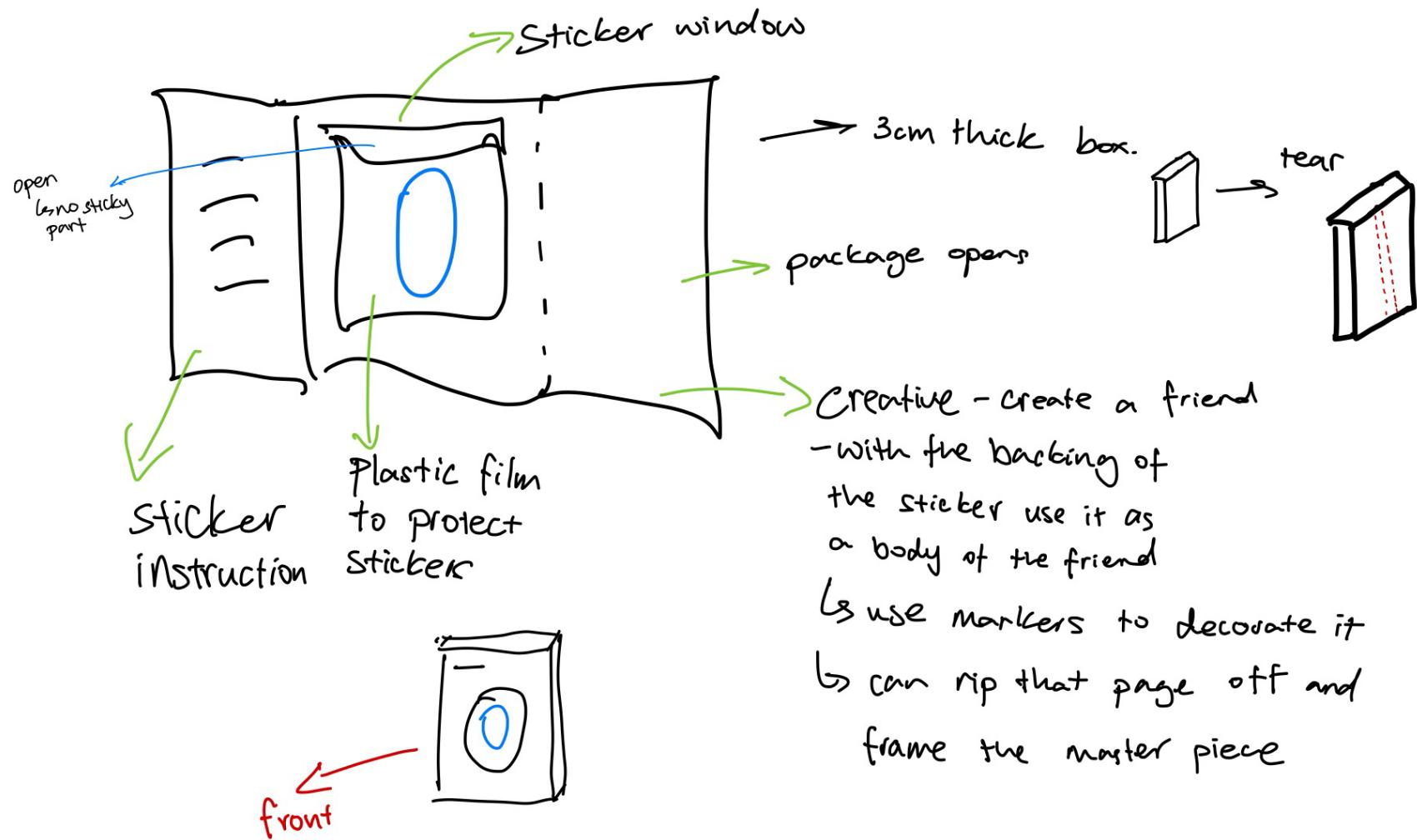


Slogan

Peel, Stick, and Make a Green Difference

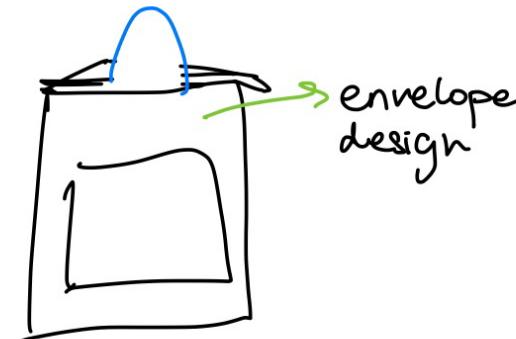
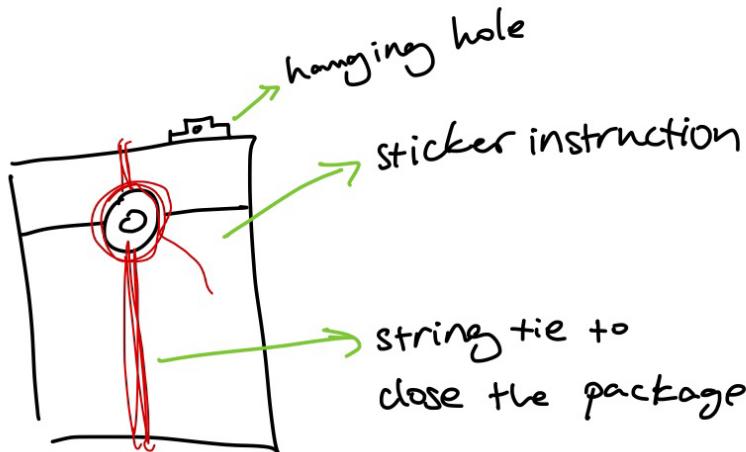
This slogan is action-oriented which encourages customers to take a direct, easy, step of peeling and sticking. The phrase “Make a Green Difference” encapsulates the eco-friendly aspect of the product, resonating with individuals who seek to have a positive impact on the environment. This slogan’s positive and uplifting connotation inspires customers to be part of a positive change. Ultimately, it not only effectively conveys the product’s purpose but also seamlessly integrates with the overall brand identity and mission of Frank Green, creating a powerful and memorable message for customers.

①

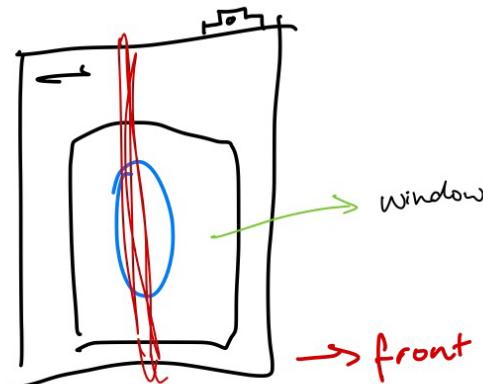


- Sustainability: repurposing the package

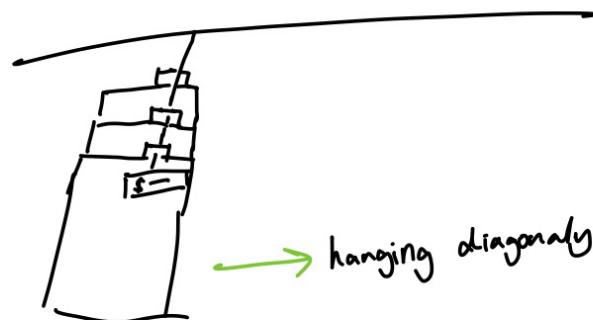
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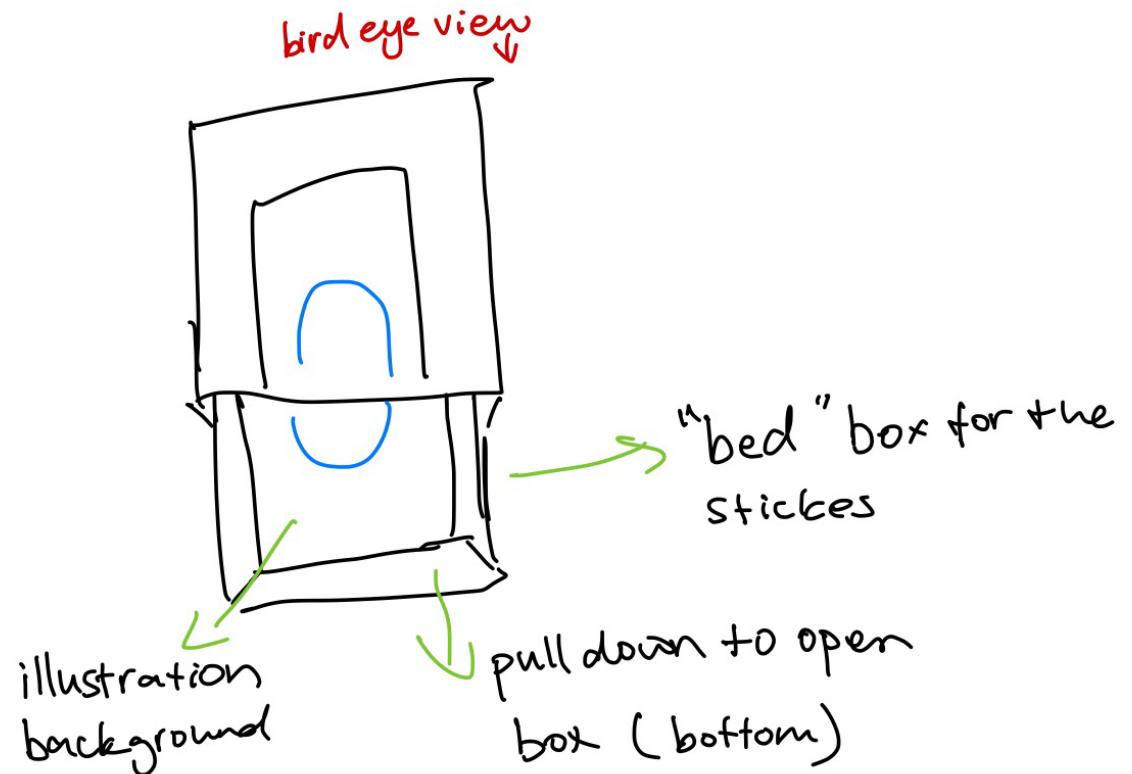
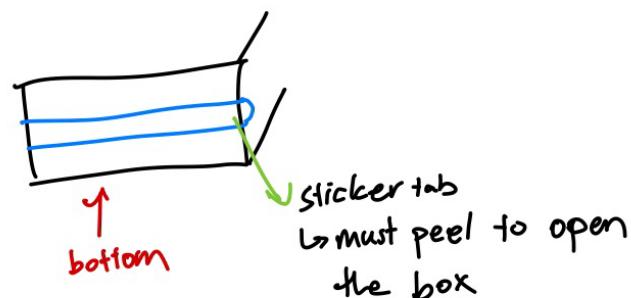
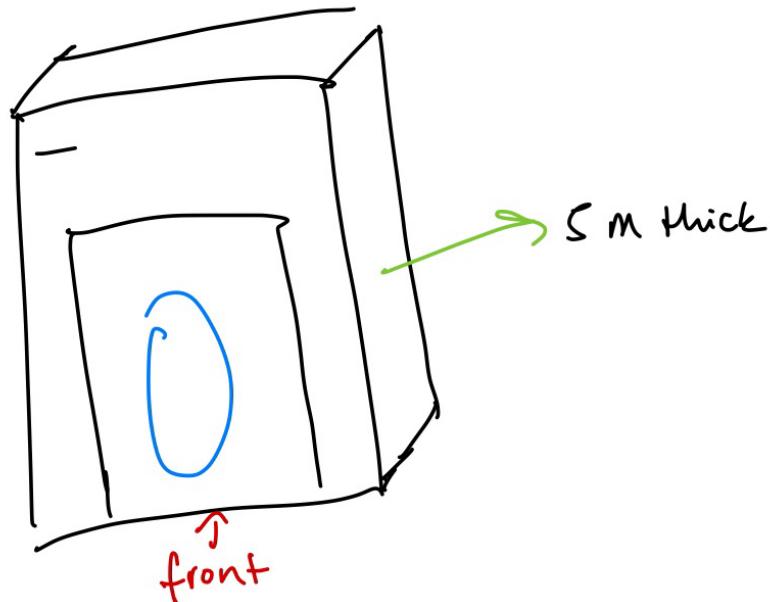
↳ back



- unravel the string to open the package
- downside: hard to get the stickers.

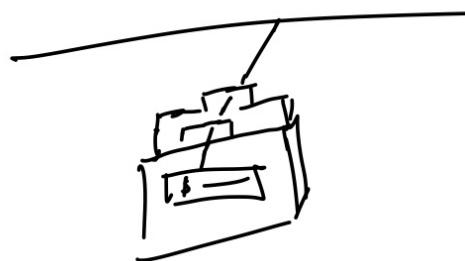
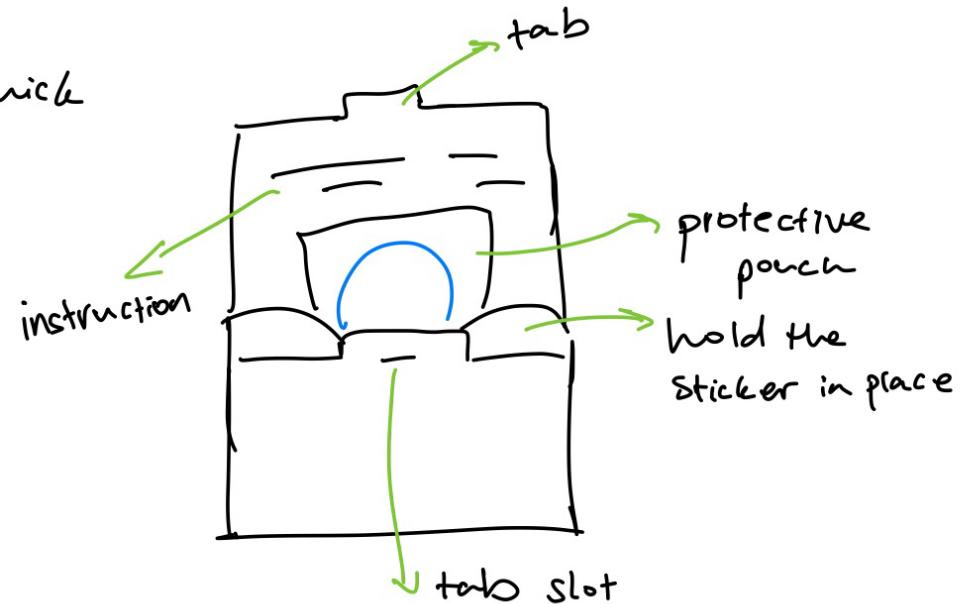
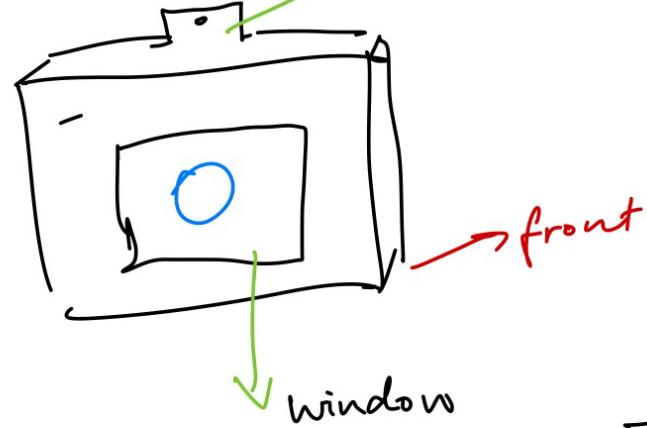
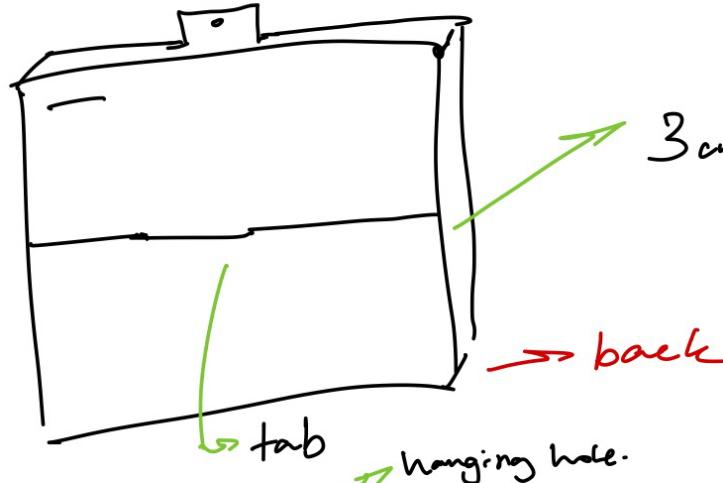


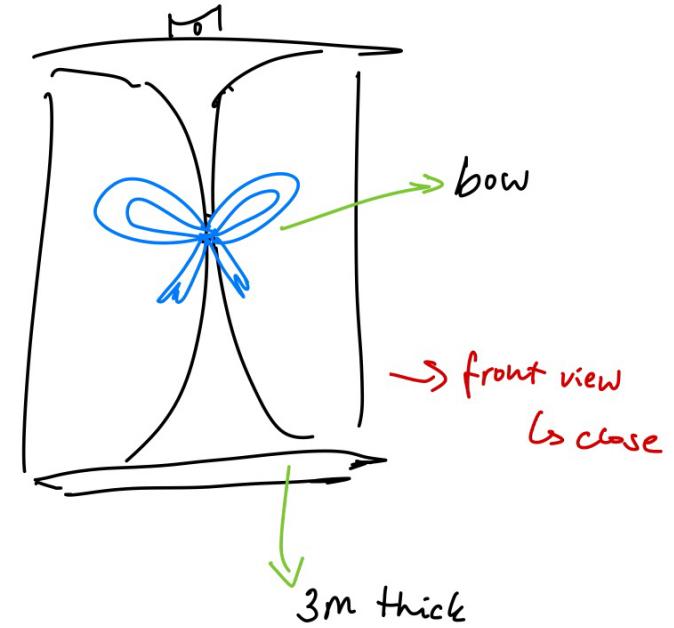
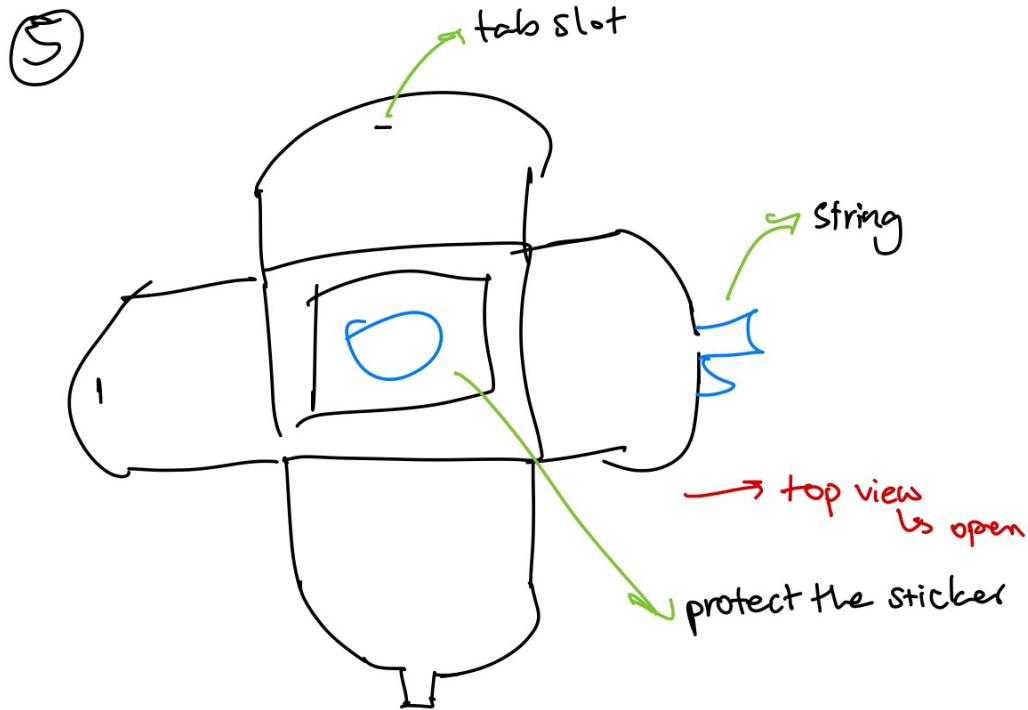
③



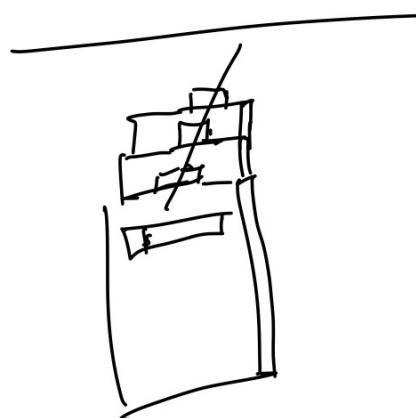
- interactive opening experience → peeling the sticker
→ pulling the box
- stickers are well protected

(4)





- interactive opening experience
↳ opening christmas present



CON PRO

Concepts 1

- Reusable
- Sparks creativity
- Interactive
- Compact

- Not hanging
- Can't close the box - no longer protecting the stickers

Concepts 2

- Protective
- Thin

- Rope be difficult to unravel
- Hard to get the stickers

Concepts 3

- Protective
- Peel tab
- Box like
- Reusable

- Not hanging

Concepts 4

- Compact
- Simple

- No wow factor

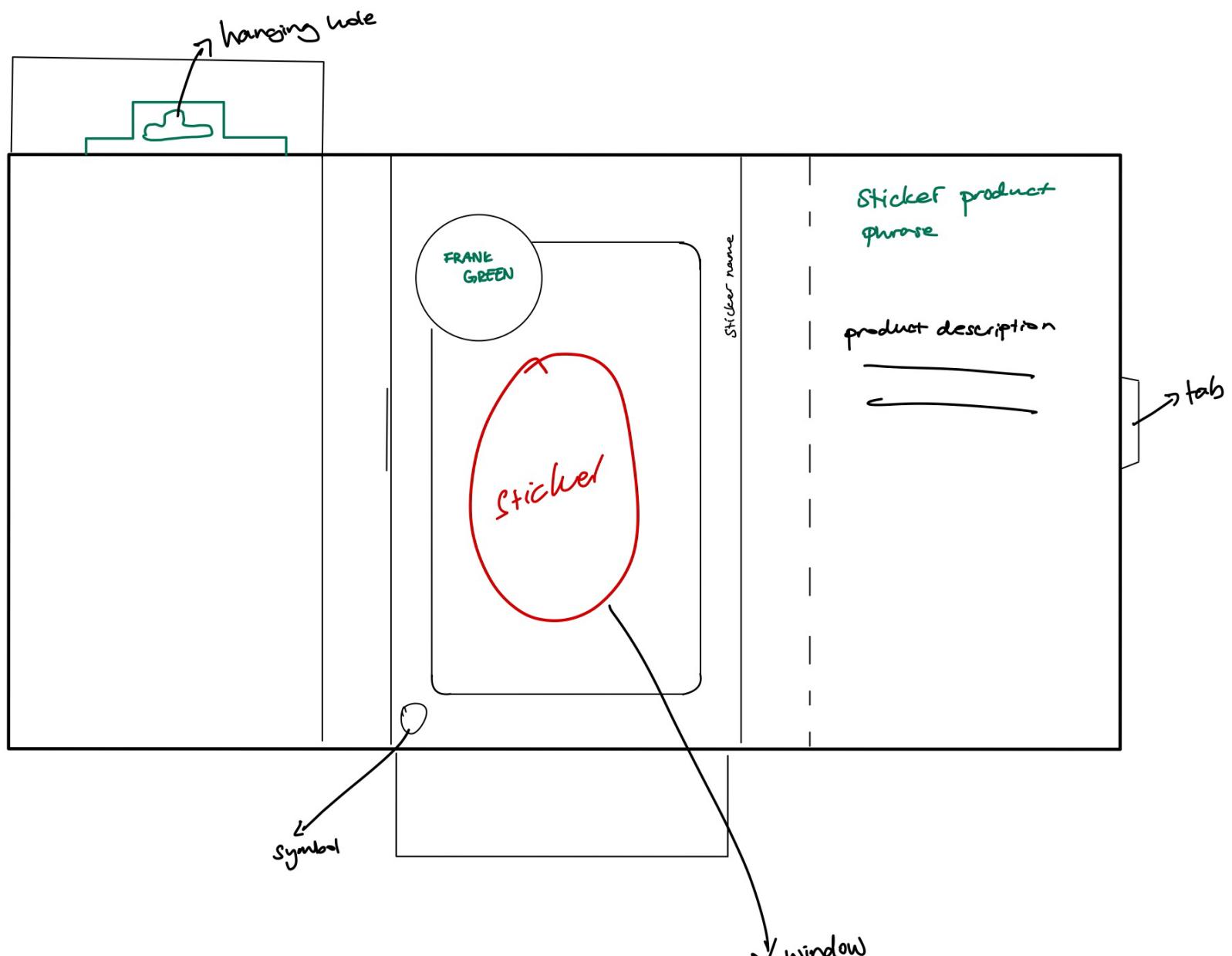
Concepts 5

- Present like
- Hanging

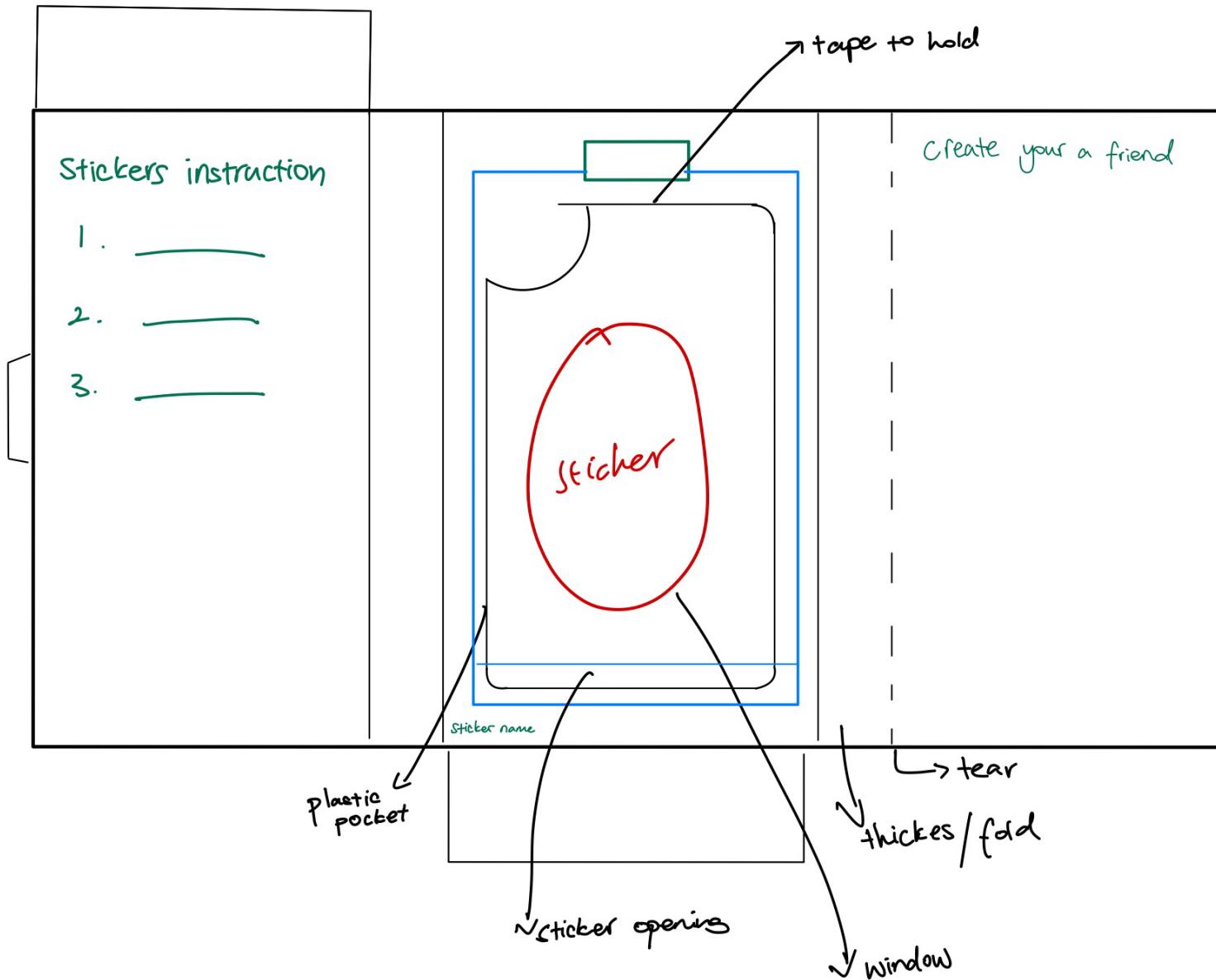
- Bow is not Frank Green element

CONCEPT DEVELOPMENT

outside



inside

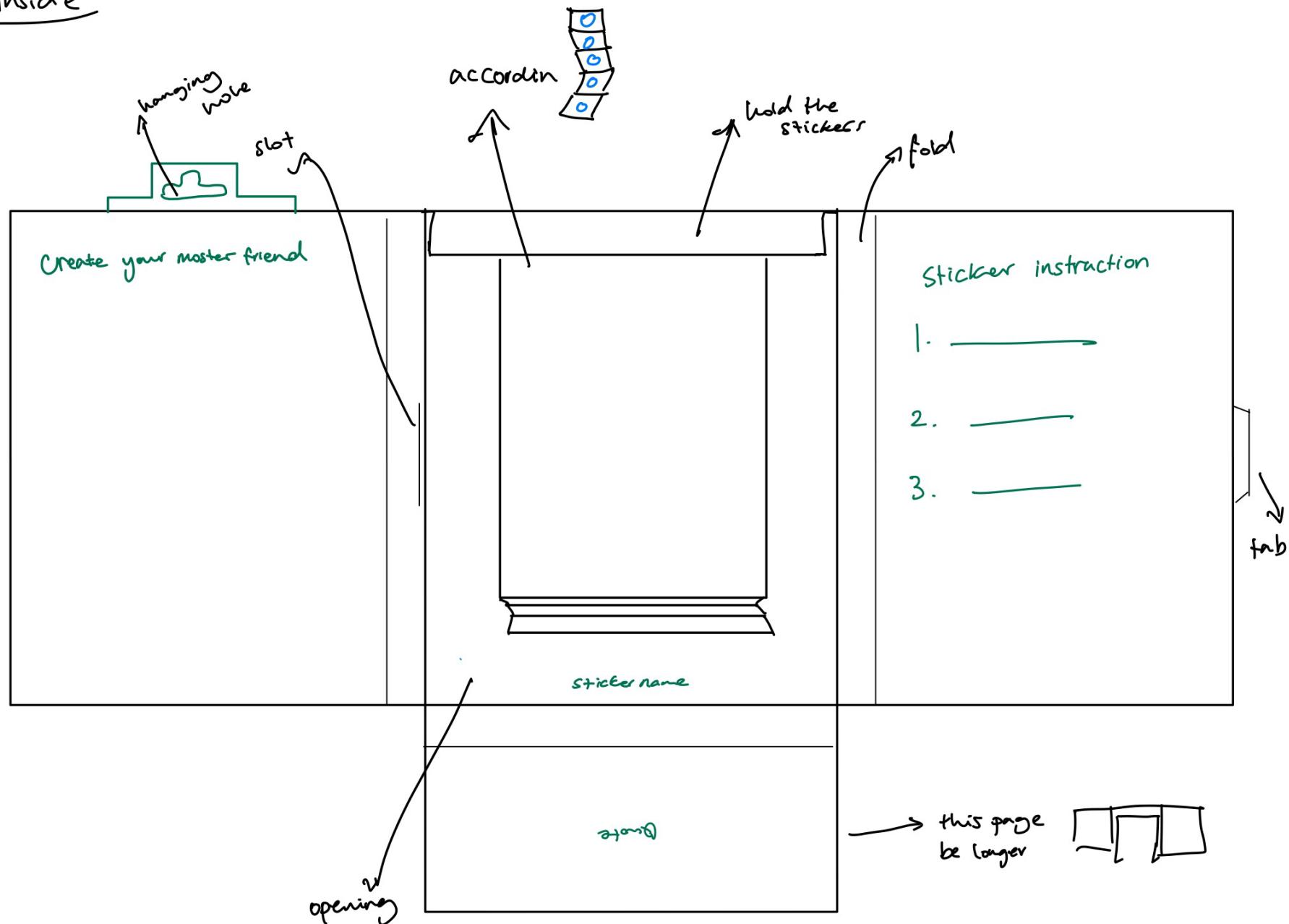




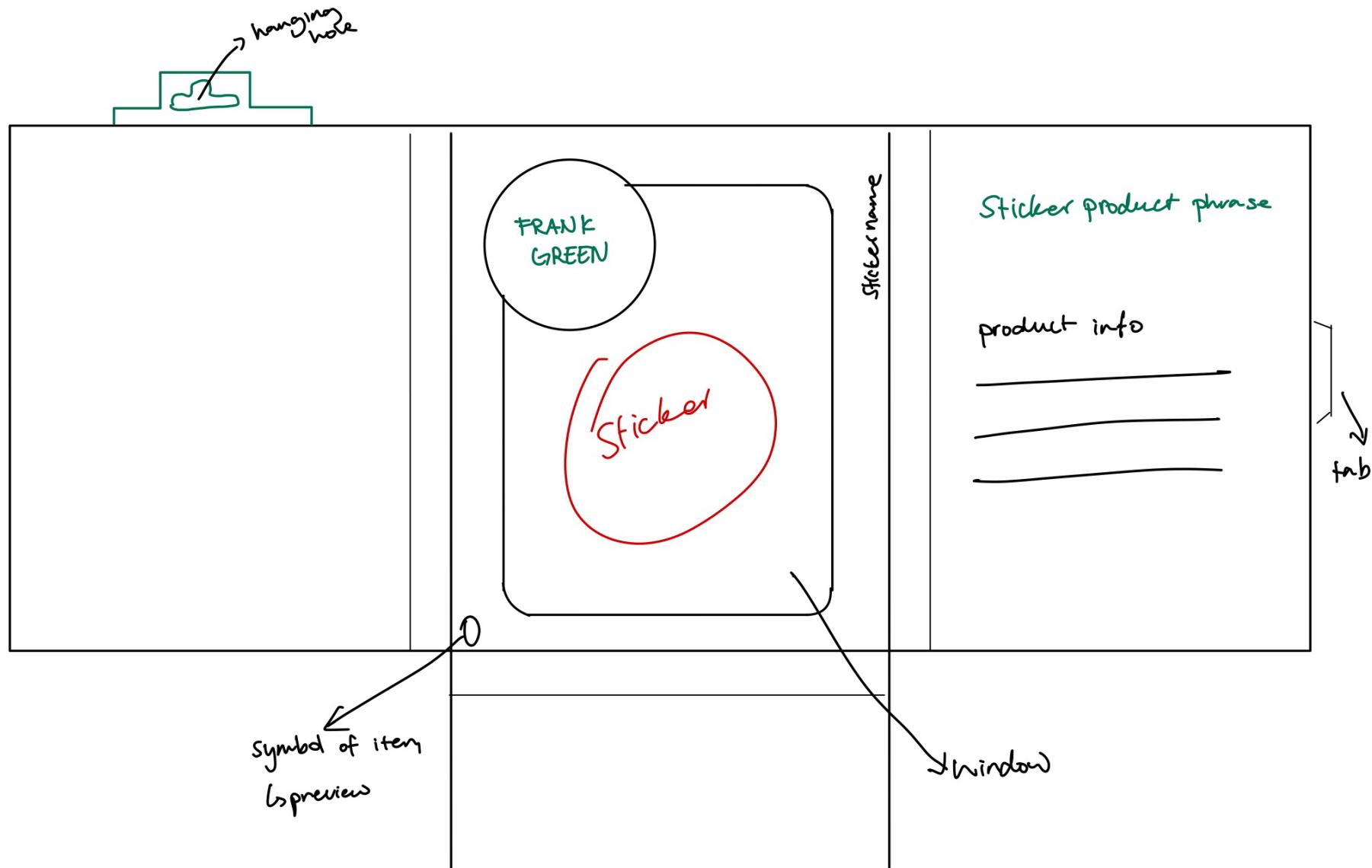
Upon evaluating the paper prototype, it became evident that the initial packaging design had a significant drawback. The inclusion of a plastic film created accessibility challenges for consumers as it hindered the ability to easily reach the stickers.

Another notable issue was the presence of flaps on either side of the packaging that served no significant protective purpose. Their inclusion appeared superfluous and did not contribute to safeguarding the stickers effectively, necessitating a reevaluation of their role in the design.

inside



outside





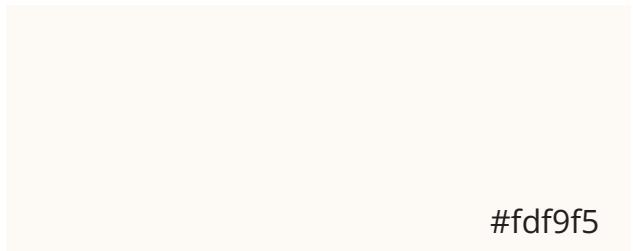
Following the initial prototype, I implemented several revisions to ensure the packaging's user-friendliness for customers. In lieu of the plastic film, I introduced an accordion-style paper feature that can be smoothly extended to access the stickers. This design innovation provides customers with the additional option to tear the paper to remove a sticker if they prefer not to peel it off, just yet. The top flap serves the purpose of securing the accordion paper in place, facilitating easy access.

Additionally, the bottom flap is slightly longer in length which is strategically positioned to safeguard the overall package. This ensure that the ordered stickers remain protected and undamaged during transit. These changes aim to enhance the practicality and user experience of the packaging.

DESIGN & PROTOTYPING



#496c54



#fdf9f5

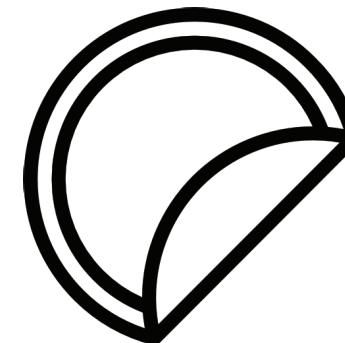
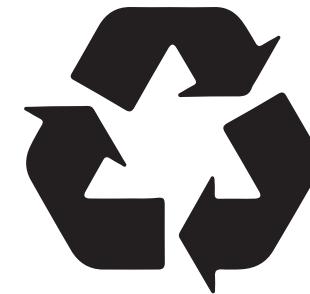
Aa

Gotham





Australian
Designed &
Owned



Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Owners

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Lato

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Gotham

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aileron

Frank Green

Vinyl Stickers

Frank Green

Vinyl Stickers

Frank Green

Vinyl Stickers

Frank Green

Vinyl Stickers

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Avenir

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Gill Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Athelas

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

TT Ramillas

Frank Green

Vinyl Stickers

Frank Green

Vinyl Stickers

Frank Green

Vinyl Stickers

Frank Green

Vinyl Stickers

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Avenir



#ffb853



#faed8f



#fa9442



#ffe600



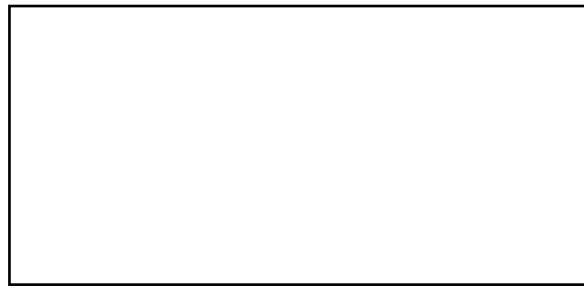
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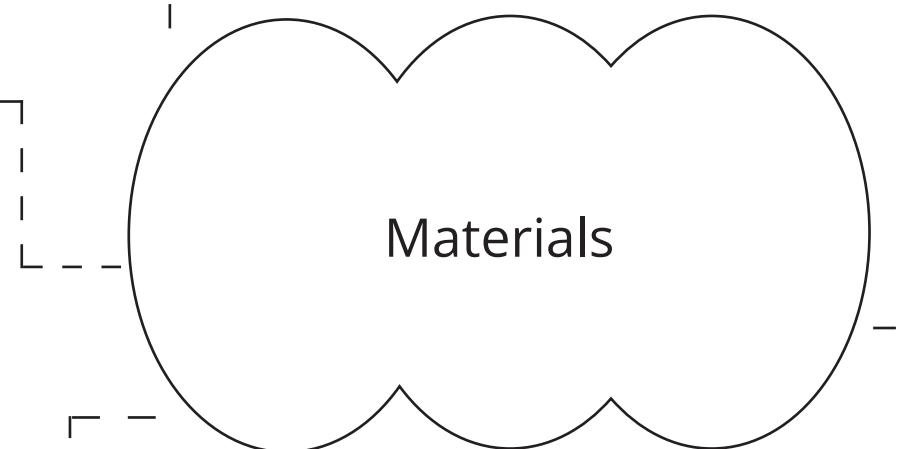
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#000000



Kraft Paper



—→ Kraft Cardboard



—→ Corrugated packaging



—→ Cornstarch packaging



Material

Kraft Cardboard

Kraft Cardboard is a sustainable material that is crafted from unbleached wood plus. It is recyclable and biodegradable which embody the core ethos of reducing waste and being more sustainable. Beyond its eco-friendliness, it offers durability and dependable protection, which ensures that the stickers reach to the customer in an impeccable condition.

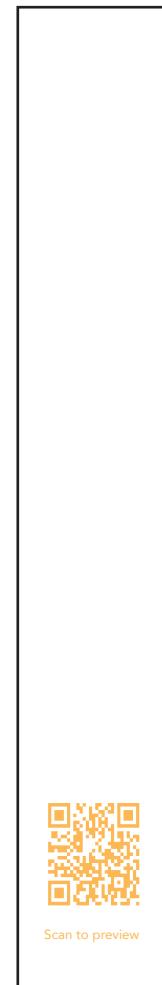


**FINAL
DESIGN**

Front Design



Side



Back Design



Maintaining consistency with Frank Green's design, the back of the package will remain unchanged featuring the same description.

Inside Design

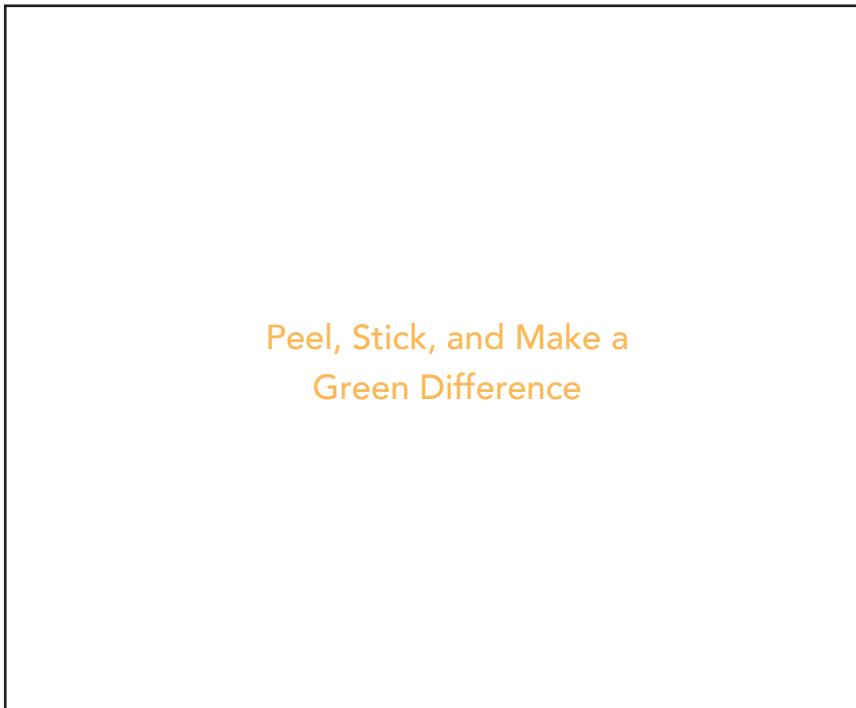
Create your Monster Friend

Use the backing of the sticker to create your own monster friend.

Instructions

1. Peel off the backing paper or film from the sticker.
2. Carefully position the sticker on the desired surface.
3. Smooth out any air bubbles or wrinkles by gently pressing from the centre outward.
4. Use the sticker backing to create a your own monster.

Inside Design

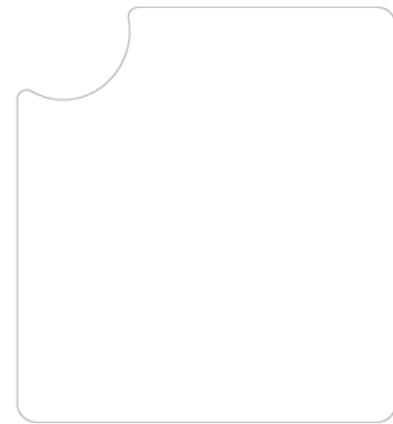


Peel, Stick, and Make a
Green Difference



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4. Use the sticker backing to create a your own monster.

VINYL STICKERS PACKAGE



Frank Green Stickers Package



Frank Green Stickers

Kirsty Trinh



Frank Green Stickers Package

Frank Green Stickers

Kirsty Trinh





Frank Green Stickers Package

Frank Green Stickers

Kirsty Trinh





Frank Green Stickers Package

Frank Green Stickers

Kirsty Trinh



Children can utilise the sticker backing to craft a monster friend, which can then be showcased in this manner. This promotes sustainability as consumers repurpose the packaging to display their children's creations.



Tertiary package aims to ensure the stickers are protected during transportation from the warehouse to retailers. The sticker package will be carefully enclosed within a box, where it will be organised in a neat and secure stack which will minimise the risk of any potential damage.



Frank Green Stickers Package

Frank Green Stickers

Kirsty Trinh