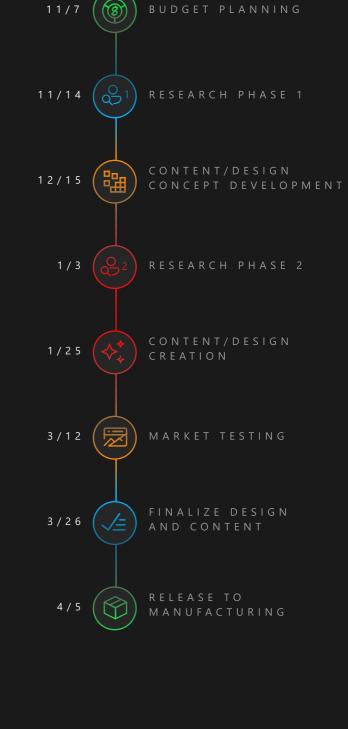
New product line go to market strategy

In the upcoming years, Contoso

MILESTONES

plans to unveil a suite of highend products that consumers may be accustomed to seeing only from upscale electronics brands.



changing product and so it needs to be game-changing from the moment it gets into the customer's hands and even before that. This starts with our

We know that we're not known as being exactly cutting edge when it comes

to our product packaging. But this release will be different. This is a game-

packaging.



Our primary goal for package design in this release is to not just showcase a

homemakers. The packaging should be unique and creative, but not simply

for the purpose of creating something different. There needs to be a reason for this packaging—every element should help the consumer connect with

product but connect with our consumers, from office workers to

Emotional connection is the key.

Connect with our consumers.

the product in some way.

their first direct impression.

We must prioritize sustainability.

Every year, more than 11 billion tons of waste is produced worldwide. A

come from the creation, distribution and disposal of waste.

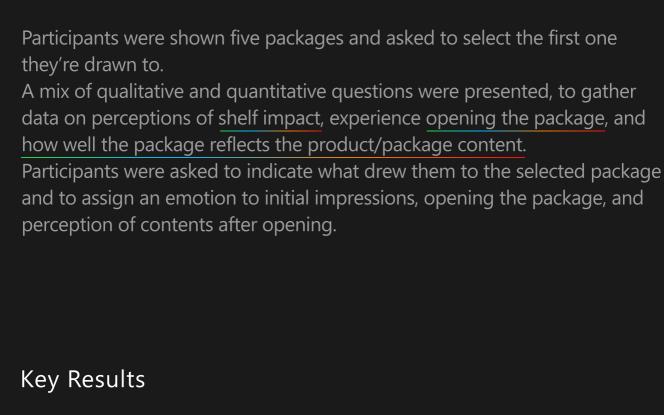
byproduct of our daily lives and every sector of the world's economies, the

trash we discard pollutes our land, clogs our waterways, depletes our natural resources and contaminates the very air we breathe. We recognize the urgent

need to protect the world's ecosystems and reduce the carbon emissions that

Whether or not the consumer has seen advertising or demos or is seeing the product for the first time. When they are in the store shopping, the package is

RESEARCH For the phase two focus groups, we



design vs. content question.

PACKAGE 2 ■ POSITIVE RESPONSES

40%

Not surprisingly, opening plastic packaging drew high numbers for

frustration, with package 3 also eliciting high numbers for anger.

50%

~ 50%

had 100 respondents, 50 percent

base), in a range of age groups.

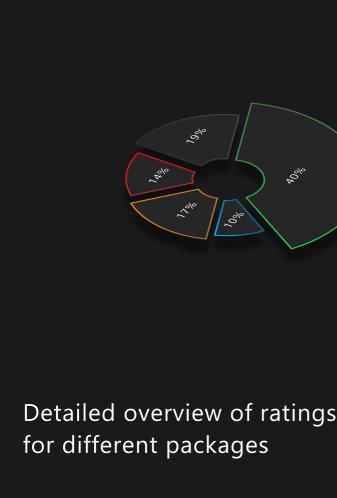
male/female split (slight male skew,

consistent with the product's customer

78% of participants (31% from total) who chose package 2 provided

Package 2 drew 40% of participants and had minimal negative responses. Only

significant negative response for this package was 'confusion' under the package



Summary of responses sentiment

■ PACKAGE 1 PACKAGE 2 PACKAGE 3 PACKAGE 4 PACKAGE 5

Frustrated

Angry

PACKAGE 1

PACKAGE 2

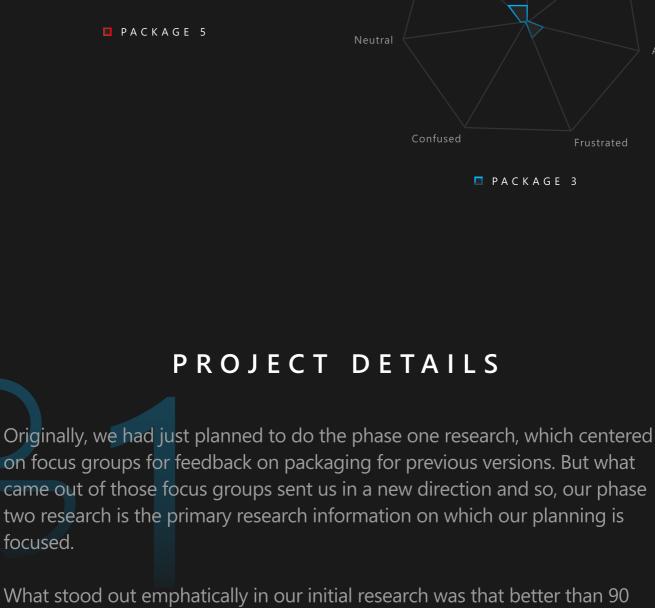
positive responses to the question of

design vs. content. This was the only

package to draw most positive

responses to this question.

PACKAGE 4



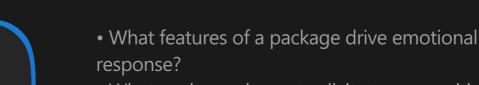
percent of free responses (those in which the respondent is not given choices

reactions to packaging were very personal. And so, we added research phase two to explore emotional responses to both our past packaging and current

competitive packaging. This second phase of research is the one driving our

but puts the response in their own words) were emotion-based. Their

Angry



STAKEHOLDERS

Zac Wood | Graphic Designer

Toby Nixon | Chris Hill | Content Designer

Yukari Oda | Product Manager, Co-Project Lead Karina Leal | Channel Manager

Alistair Speirs |

Chloe Brussard

• What package elements elicit strong, positive emotional responses?

design direction.

Annie Herriman

• What package elements elicit strong, negative emotional responses?