

## New product line go to market strategy

plans to unveil a suite of high-end products that consumers may be accustomed to seeing

for the purpose of creating something for this packaging—every element should represent the product in some way.

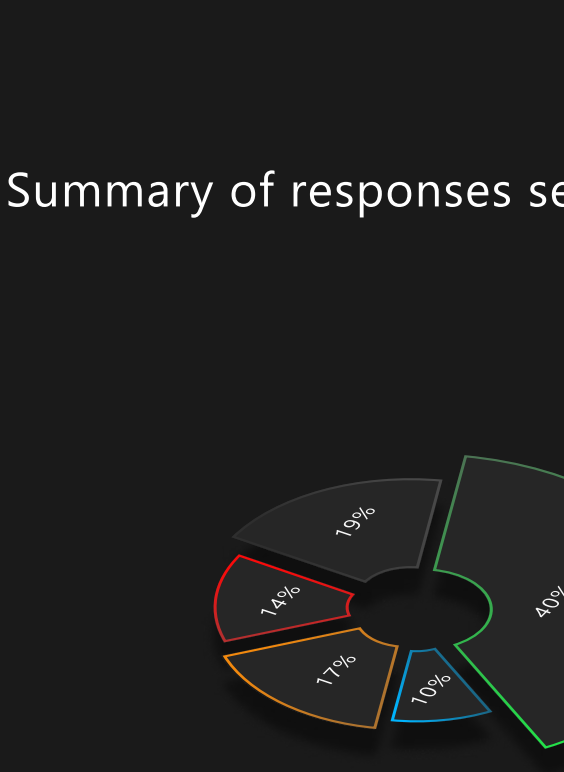
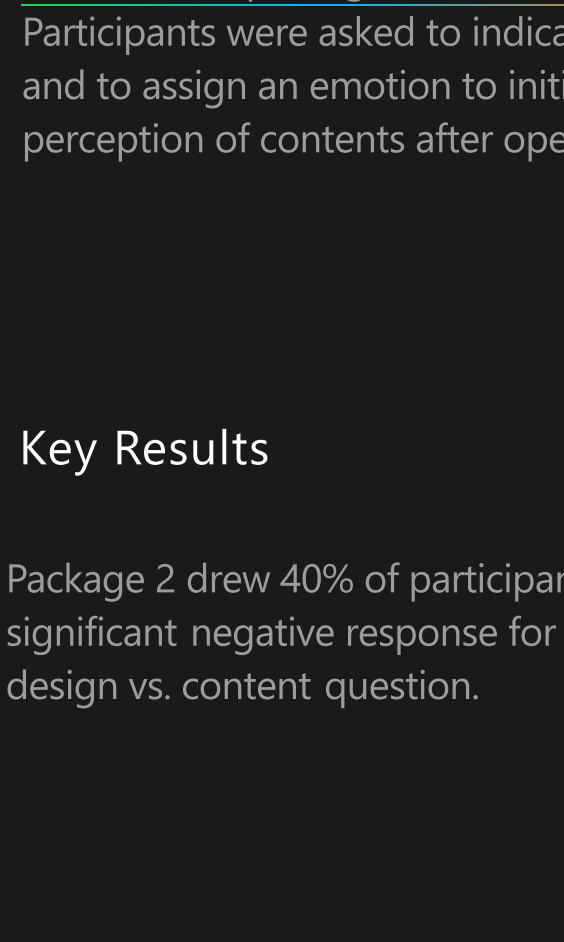
Emotional connection is the key.

rioritize sustainability.

Every year, more than 11 billion tons of waste is produced worldwide. A 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 come from the creation, distribution and disposal of waste.

For the phase two focus groups, we had 100 respondents, 50 percent male/female split (slight male skew, consistent with the product's customer

ve packages and asked

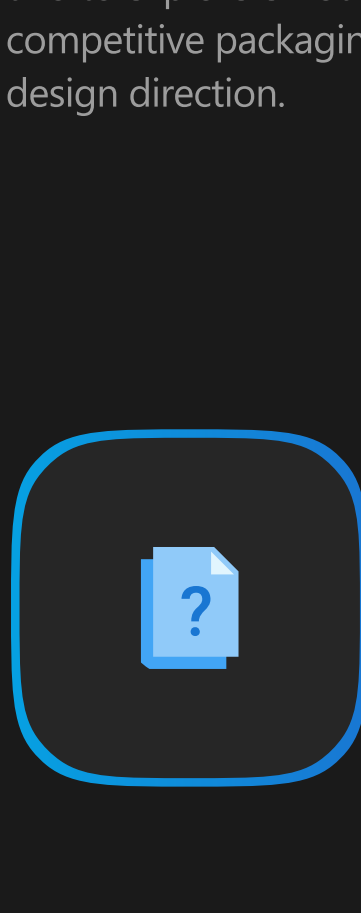


for different packages

# PROJECT DETAILS

Originally, we had just planned to do the phase one research, which centered on focus groups for feedback on packaging for previous versions. But what came out of those focus groups sent us in a new direction and so, our phase two research is the primary research information on which our planning is focused.

What stood out emphatically in our initial research was that better than 90 percent of free responses (those in which the respondent is not given choices



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