Packaging design for Interior Lights

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Brief

The objective of this project is to create a comprehensive packaging design for a new brand. This includes the development of a logo, detailed competitor analysis, and innovative packaging solutions that effectively represent the brand's identity and appeal to its target audience. Additionally, also design Promotional Creatives for the chosen product.





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its product Persona Perceptions

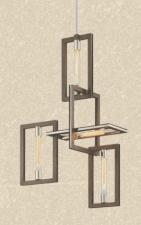
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Sketches, Packaging Promotional & Mockups Creatives

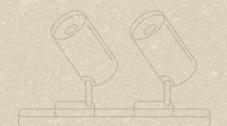


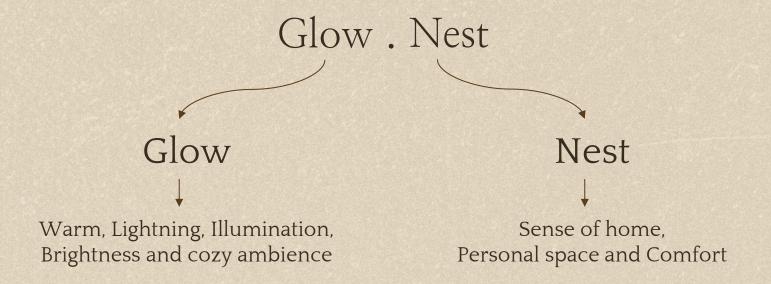


Introduction of brand

Glow.Nest is a brand which focuses on stylish, modern interior lighting solutions. The idea behind Glow.Nest is to provide lights that not only illuminate your space but also add a touch of elegance and personality to it.







Target Audience

Homeowners of Newly Built Homes Builders and Interior Designers Luxury Buyers

Logo

The Glow.Nest logo is designed to reflect the core idea of the brand, Glow representing the light and warmth of products, and Nest symbolizing the coziness and comfort of a home.

Font used - Candy Qelling & Dancing Script

Tool used - Ai Ps

Colors -





Products

Glow.Nest, brings a wide range of stylish lighting options that transform any space into a cozy and modern environment. Here's a quick look at what Glow.Nest offers:





Recessed Fixtures

These lights are designed to be sleek and minimal, blending seamlessly into the ceiling to provide clean look, perfect for contemporary spaces.



Track Lighting

Known for their flexibility, It allows users to adjust the light angles, making them ideal for both functional and decorative purposes.



Pendant Lights

These hanging lights are intended to make a statement, adding elegance to dining rooms, kitchens, or other areas where style is just as important as illumination.



Products





Accent Lighting

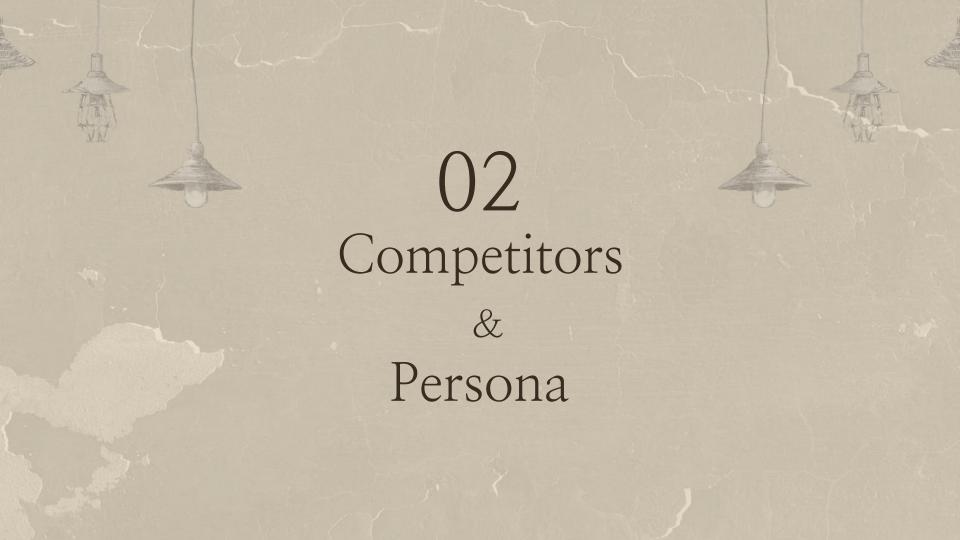
They are designed to highlight specific features within a room, such as artwork or architectural details, adding a luxurious touch to any space.



Plug-in Laser Lighting

A unique offering, these laser lights are perfect for recreational spaces like game rooms. Placed in the corners of the room, they project lasers across the ceiling for a dynamic and futuristic effect.





Competitors

FOSCARINI

Foscarini specializes in high-end, designer lighting with a focus on unique and artistic interior lights.

FLOS

Flos offers stylish, contemporary lighting products, especially known for their minimal and modern designs for interiors.

Jom Dixon.

Tom Dixon creates innovative and luxury lighting solutions, particularly in pendants and accent lighting for modern homes.

louis poulsen

Louis Poulsen is known for its functional and decorative lighting, emphasizing aesthetics and light quality in interior spaces.

Artemide

Artemide designs premium lighting, blending modern design with technology to create refined lighting solutions.



SWOT Analysis



Strengths

- · Established brands with strong reputations for premium lighting solutions.
- · Wide variety of designs appealing to different interior styles.
- · Loyal customer base due to innovation and quality.

Weaknesses &



- · Limited options for **personalized** or customizable lighting solutions.
- · Some brands still rely on older, nonsmart lighting technologies.
- · High pricing restricts accessibility for a broader market segment.

SWOT

- Growing demand for eco-friendly packaging and sustainable lighting products.
- · Expansion potential in smart lighting and home automation trends.
- · Market growth in multi-functional and smart lighting products.

- Strong competitor reputations challenge new brands market entry.
- · Technological advancements in lighting could quickly outpace new brands.
- · Price-sensitive customers may prefer cheaper, mass-produced alternatives.



Opportunities

Threats



Customer Persona



Name : Rajesh Mehta

Age : 42

Occupation: Real Estate

Developer

Bio

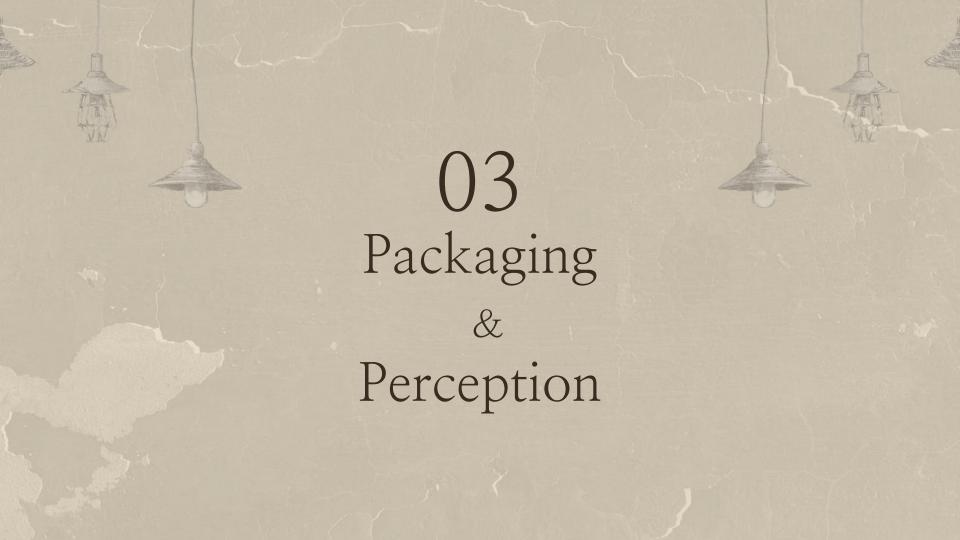
Rajesh, a successful real estate developer, specializes in luxury homes and premium apartments. With a passion for modern design, he seeks high-end interior products, especially innovative lighting solutions, to elevate his projects and enhance his clients' spaces.

Needs and wants

- Premium, stylish lighting options that add value to his properties.
- Customizable lighting solutions to suit different client needs.
- Energy-efficient and long-lasting products to ensure durability.
- Modern designs that match the luxury feel of his constructions.

Frustrations

- · Finding lighting products that balance style and function.
- Dealing with products that are overly complicated to install or maintain.
- Limited options for creative or unique lighting solutions in the market.



Packaging materials

- 1-Recyclable Cardboard Boxes
- 2-Molded Pulp Inserts
- 3-Matte-Finished Paper Sleeves
- 4-Biodegradable Plastic Packaging
- 5-Branded Stickers and Seals



Visual Appeal

- 1-Minimalist Design
- 2-Brand Colors and Typography
- 3-High-Quality Finishing
- 4-Eco-Friendly Aesthetic
- 5-Product Visuals on Packaging
- 6-Unboxing Experience





Customer Experience

- 1-Easy-to-Open Packaging
- 2-Organized Layout Inside
- 3-Personalized Touches
- 4-Reusable Packaging Components
- 5-Protective and Durable
- 6-Eco-Friendly Messaging
- 7-Memorable Unboxing Experience



Brand Positioning & Gaps in the Market

- 1-Premium and Stylish Lighting
- 2-Eco-Friendly Innovation
- 3-Customization for Interiors
- 4-Unique Product Features
- 5-Targeting Builders and Upscale Homes



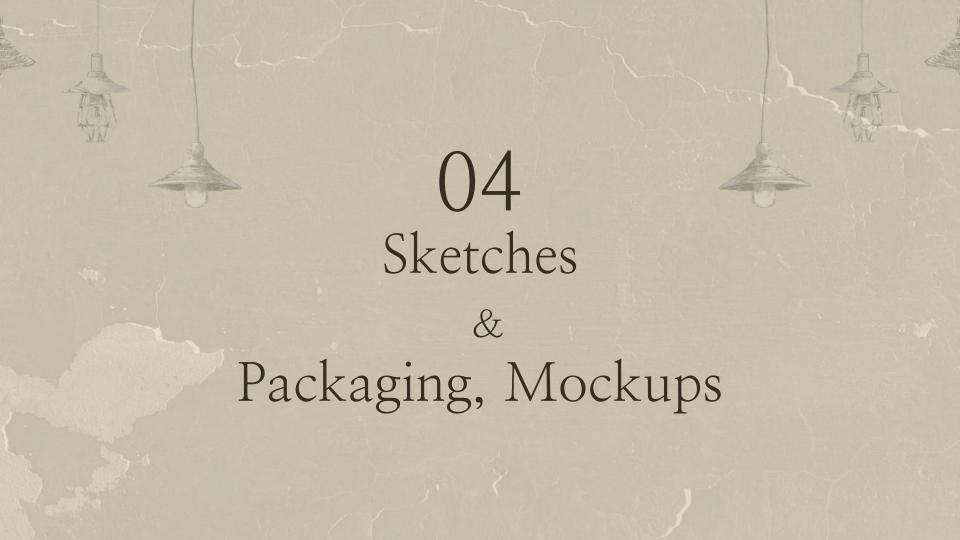


Some key USP

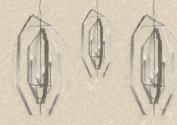
- 1-Customizable Beam Angles
- 2-Energy Efficient
- 3-Smart Integration
- 4-Easy Installation
- 5-Durable Build
- 6-Multi-Color Options

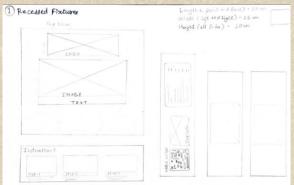




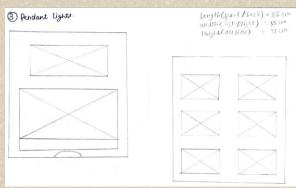


Hand Drawn Sketches





2 Track lights Length (funt 180ck) - 20cm Width (bif flight) - It con legist (all sides) - 10 cm. x2 1



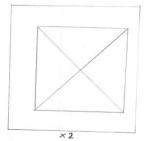
1st - Recessed Fixtures

2nd – Track Light

219

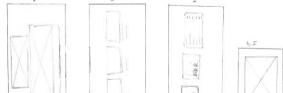
(1) Accent lights

3rd - Pendant Light Same on @ Account Ogister 5 Plug-in Lights. (Dimensions).



4th - Accent Light

3rd - Pendant Light



5th - Recreational Light (laser)

Recessed Fixtures







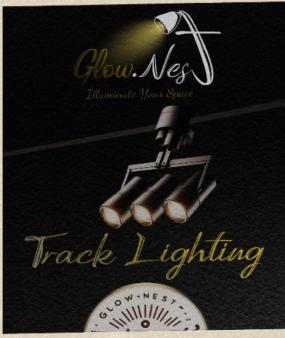




Track Lights











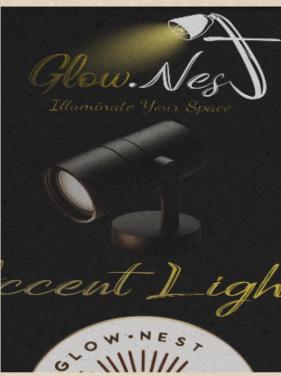
Pendants



Accent Lights







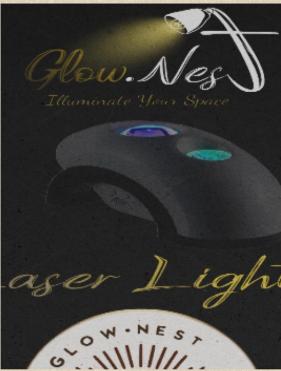




Plug-in Laser Light













Instagram Post (1080 x 1080px)





Billboard Poster (1920 x 1080px)





Website Banner (1920 x 600px)





E-commerce Website Creative (1080 x 1080px)





