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Our story begins with our guru, who is respected and acknowledged for great wisdom and insight. Inspiring by teaching and sharing information, we strive to bring people together locally, nationally, and globally. Guru smartphones guide users around the world through each and every day. Providing an infinite amount of knowledge, direction, and connection. While keeping up with the latest technology our consumer has easy access to phone, texting, internet surfing, and a variety of interactive apps.
The limited edition Guru appeals to professionals. They are successful in their industry and have disposable income. They are interested in trends and keeping up with fashion and technology. The Guru suits their busy lifestyles and offers apps to keep them organized. This group is highly educated and is interested in buying “green” products that support a healthy earth.

Mass Market.
The mass market Guru appeals to younger people. Stylish high-school age and young adults that need the latest in technology. They also have busy schedules and would enjoy apps to help them stay organized. This group may use the phone for more of its gaming features. They are also attracted to the earth friendly aspects of the Guru.

Guru’s appearance is graceful and sleek with its zen balance of curves and edges. The structure stands on a flat surface. The primary display panel has a concave curve due to the shapes of the side panels. These curves create a slender hourglass silhouette from the side view and the shape assists in protection. The narrow center of the hourglass holds the Guru securely, eliminating extra packing materials needed for shipping and transportation.

The limited-run phone package has an extra feature. The structure is displayed with another vertical panel. Providing a more dramatic revelation of the phone. As the owner uncovers their Guru the flap comes down in front mimicking a runway or stage. This area allows for more branding opportunities. On a segment of the flap there are instructions on how to repurpose the package. This piece can be folded and tucked creating a stand for the Guru. Magnets are embedded within the paper board to assist the user in creating the stand. The stand has a curved bottom giving the appearance of the Guru floating.

One who reaches a state of enlightenment, such as a Guru, is described as “floating like a lotus flower”.

The colors represent the Guru’s zen aura. Orange is used due to the typical Guru garment color. The graphic shapes relate to two major concepts. The idea of enlightenment, representing a beam of passing light, as well as a speech bubble.
Second Life,
Re-purposing the package is very important in appealing to the demographic and for protecting the earth. Consumers don’t recycle inner packaging materials out of confusion, and they end up in landfills. These landfills add to the “greenhouse effect” due to their gas emissions. Creating a second life for a package is one way in prolonging this effect.

The Guru’s package, both limited edition and mass market, provide instructions to transform the box into a sleek stand. The stand serves as a convenient charging station so its many features may still be used as the Guru regains power.

No Charger,
Many large phone providers have agreed to standardize the micro-USB as the universal charger. Many people have previously owned smart phones or other devices using micro-USB. In order to conserve materials the charger is not included and must be purchased separately if necessary.

Top Shelf:
Limited luxury edition

Bottom Shelf:
Mass market, different shades for male, female and unisex versions.
Benefits for Retail.
The contour created by the negative spaces of the structure motivate the consumer to interact with the product in both tiers of branding. The shape entices the shopper to pick it up and hold it. These shapes on shelf are eye-catching because they are unlike any other phone packages currently available. They can be stacked in different ways to display the graphics. The appearance of the primary display panel creates a billboard effect using the Guru brand identity, providing impact of shelf.

In addition to shelf appeal, the shape of the Guru structure eliminates packing materials typically necessary for shipping. The package sans charger is also more cost effective by decreasing the size of the structure. This allows for more product to be transported at a lower cost. The footprint of the Guru is much slimmer than the average phone allowing for more to fit in a standard shipping box.

Benefits for Consumers.
The consumer will be drawn to the Guru by the color variety and uniqueness of shape. The mass market design offers three different color options to appeal to all consumers in the demographic. There is a more masculine option, a feminine option, and a unisex color palette. The second life aspect is important to consumers with environmental concerns as well as those who want a stylish charging dock. The Guru structure is impressive to display at home or at work.

The limited edition packaging has an extra feature that reveals the Guru and displays it in a more luxurious way. This flap can easily be eliminated which still leaves the sleek shape of the box. This would appeal to the demographic looking for something to grab and go, rather than the revelation experience with the limited edition. To make the mass market version more appealing the package is available in three color options. The die strike of the mass-market package also fits well on production sheets which saves material and reduces the cost.

The limited edition Guru will be sold at exclusive locations such as pop-up Shops. Pop-up retail, or flash retailing, is a trend of opening short-term sales spaces. These shops build up interest in a brand or product. They offer interactive experiences that the consumer will remember which build product loyalty. The concept that the store will “pop-up” and then disappear in a few days or weeks increases the hype and limited edition aspect of the Guru.

Mass Market.
The mass market Guru will be distributed to all mobile phone retailers. This includes phone service providers as well as electronic shops, allowing the brand to grow and guide consumers worldwide.
which materials and why

*comp does not reflect material
ex. e-flute corrugated

Printing methods:
Types of ink used:
Guru smart phones try to bee as green as possible while using soy and other vegetable-based inks. These inks allow us to be less harmful to the environment than their petroleum-based counterparts.

To help differentiate our limited and mass brand, we use two different types of printing methods. The limited paperboard packaging is printed using a process known as offset lithography. This process is commonly used technique where the image is transferred, or "offset" from a plate to a rubber blanket, then to the printing surface. This process prints nicely for smaller runs not mass productions. Our limited edition also features a spot varnish on our logo emphasizing the brand. This gives the limited edition a higher class feels.

Our mass brand is printed with a method known as rotogravure printing which uses a carved cylinder, printing on rolls of sheeted paper, creating fast prints ready to be distributed.
The idea is to create a loyal brand that would allow consumers to feel as if they are making the right choice while taking a step into green technology.

jive, gab, idiom, lingo, mumbo jumbo, dialect, jargon, lexicon, sage, guru
Stay true.