Graduate Communication Design
Packaging Design Program

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**Advisor:** Thomas Delaney (visiting instructor)
OBJECTIVE

▲ Design a luxury and high-end package for a Men’s grooming collection gift set, including facial wash, lotion and exfoliating scrub products

▲ Attract both loyal customers and people who would not typically purchase men’s grooming products

▲ Use paperboard as the primary packaging substrate

▲ Promote the company’s sustainability goals of reducing their carbon-footprint during the production of the packaging

▲ Have visible distinctions from competing brands

▲ Be able to transform the structure from a package to a display and back for easy purchase and transportation
AUDIT & ANALYSIS: COMPETITORS
We position ASKYR as premium skin care product using 100% natural ingredients.
AUDIT & ANALYSIS: FINDINGS

▲ ACCESS TO PRODUCTS
34% of men like to smell their personal grooming products before purchase.

▲ FEMALE CONSUMER
60% of men have a female “influencer,” often his girlfriend or wife, who introduces him to more sophisticated grooming products.

▲ EASY APPROACH
Men are practical and are less concerned about an educational approach.
Men are likely to give up if they get confused about what they need or how to use it.
Men like to inform themselves with what a product does, they feel awkward asking questions.
AUDIT & ANALYSIS: SURVEY

What's your gender?
- Male: 63.64%
- Female: 36.36%

How do you usually get your grooming products?
- Buy it yourself: 78.79%
- From family: 12.12%
- From girlfriend or boyfriend: 9.09%

Where do you buy grooming products?
- Pharmacy: 45.46%
- Retail stores: 36.36%
- Department store: 12.12%
- Online: 6.06%

Why would you buy a gift set?
- Product: 54.54%
- Advertising: 12.13%
- Packaging: 24.24%
- Graphic: 9.09%
AUDIT & ANALYSIS: FINDINGS

How do you get informed about grooming products?

Salesperson 9.09%
From friend 12.12%
Website 24.24%
Packaging 54.55%

If you are buying grooming products for yourself, what most influences your decision making?

Price 40%
Convenience 35%
As a gift 10%
Packaging design 15%

What attribute of gift set packaging annoys you the most?

Not sustainable 45%
Prevent direct contact to the products inside 15%
Over packaging 15%
Hard to open 15%
Not relevant to the brand 10%
Create a structure with symbolic meaning and apply its form and concept to the graphics and identity, as well as to achieve a comprehensive and consistent brand gestalt.

Leverage the structure into a supportive and brand story telling device when it's opened and displayed, but also acts as a wrap when it's closed.

Attract consumers of both genders.

Allow access to products for consumers to touch, experience and test, when the package is displayed.

Create a simple and clear visual message that easily communicates the product's essence to men.
DESIGN CRITERIA: STRUCTURE

Structure exploration

The ‘A’ shape symbolizes the apex of a glacier, and the angular structure conveys masculinity.
DESIGN: STRUCTURE

▲ PACKAGE CLOSED FOR PURCHASE

▲ PACKAGE OPEN FOR DISPLAY
DESIGN: STRUCTURE
Dieline: Carton

- Scale 25%
- Die Cut
- Score
- Glue
- Substrate: Crest - Solar White, 80LB
- Prints Gravure Roll-Feed

Dimensions:
- Width: 32.38"
- Height: 27.77"
DESIGN: STRUCTURE
Dieline: Wrap

Scale 25%
Die Cut
Score
Glue
Substrate: Crest - Solar White, 80LB
Prints Gravure Roll-Feed
Design: STRUCTURE

Production

Substrate: Crest - Solar White, 80LB
Prints Gravure Roll-Feed, 2 sided
DESIGN: STRUCTURE
2 Bottles for cleanser and lotion / 1 Jar for scrub

Bottles
Front View

Bottles
Side View

Jar
Front View

Jar
Side View

▲ Scale 50%
▲ Material: 3D printed white Detailed Plastic
**DESIGN: BRANDING**

Naming & Logo exploration

Leverage the triangular structure of the packaging into a branding system, to achieve a comprehensive and consistent brand gestalt.

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*Pratt Graduate Communication Design Packaging Design Program*
**DESIGN: BRANDING**

Naming & Logo selected concept

Font: DIN regular
Color: Metallic Gun Metal
The angular shape of an iceberg not only conveys masculine impressions, but also corresponds with the triangular shape of the packaging structure and branding system.

The imagery of clean water and the freshness of blue and aqua colors, iceberg inspired communicate the essence of high quality all natural skin care products.
DESIGN: BRANDING
Color & Graphics exploration

▲ COLORS

▲ GRAPHICS
DESIGN: BRANDING
Color & Graphics selected concept

ASKYR DARK BLUE
ASKYR BLUE
ASKYR SKY BLUE
ASKYR LIGHT BLUE
WHITE

PACKAGE CLOSED FOR PURCHASE
PACKAGE OPEN FOR DISPLAY
DESIGN: BRANDING
Color & Graphics selected concept
DESIGN: BRANDING
Color & Graphics selected concept
MARKETING PLAN: GIFT SET FOR WOMEN

Color & Graphics selected concept

▲ Create an additional product line for female consumers

▲ Use aqua green color on packaging to attract female consumers with a softer tone

▲ Targeting female consumers simultaneously might further increase the sale of the men’s product line, because female consumers might introduce the product to male consumers and influence their purchase decision.
MARKETING PLAN: ASKYR & GREENPEACE CAMPAIGN

▲ ASKYR cooperates with the GREENPEACE organization. For every gift set purchased by consumers, ASKYR will donate 5% of the profit to GREENPEACE, solving environmental problems effected by global warming.

▲ By using the slogan “LOOK GOOD, DO GOOD”, design a campaign that raises awareness of the iceberg melting crisis.

▲ ASKYR encourages people to use green energy sources to ease global warming and guarantees clean and natural ASKYR products as a feedback.

▲ The process starts off with four simple steps: **BUY, DONATE, SAVE EARTH, and BETTER PRODUCT**

▲ Marketing tools include a website design campaign information and a certificate postcard design as a tangible feedback for consumers.
MARKETING PLAN: ASKYR & GREENPEACE CAMPAIGN

Website design

PROCESS

1. **BUY:** Customers purchase a gift set of ASKYR

2. **DONATE:** ASKYR donates 5% of the profit to GREENPEACE

3. **SAVE EARTH:** GREENPEACE helps people use cleaner energy sources to ease global warming and protect arctic animals

4. **BETTER PRODUCT:** With a cleaner and healthier environment, ASKYR can make better products for their customers
MARKETING PLAN: ASKYR & GREENPEACE CAMPAIGN

Website design

Campaign slogan

Features of earth and news of global warming

Information on the process of the promotion

The background of ASKYR

The background of GREENPEACE
MARKETING PLAN: ASKYR & GREENPEACE CAMPAIGN
Certificate postcard design

PROCESS
1. BUY: Customers purchase a gift set of ASKYR
2. DONATE: ASKYR donates 5% of the profit to GREENPEACE
3. SEND POSTCARD: Consumer receives postcard confirming their good deed

Front

YOU JUST SAVE EARTH
We donated 5% of money you spent on ASKYR gift set to GREENPEACE
Thank you for participating our LOOK GOOD, DO GOOD

Back

Thank you for participating our LOOK GOOD, DO GOOD
Your certification number is 12345678
You can download Greenpeace certificate documentation from ASKYR website.
www.askyr.com

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THANK YOU