2014 Paperboard Packaging Alliance Student Design Challenge

Men’s Cosmetic Gift Set Packaging Design
Objective

• Design a functional and creative gift set packaging that includes three sections for products; facial wash, facial lotion, and exfoliating scrub, no more than 3 fluid ounces in size

• Packaging structure must serve as a merchandise display and easily convert back into a package for purchase

• Structure must be made of a minimum of 70% paperboard

• Gift set needs to appeal to men in the age range of 18 – 35 who do not typically purchase grooming products

• Packaging must be made with the intent of reducing its carbon-footprint
Process

- Audit and analyze competitive men's grooming brands sold at leading, high-end department stores, as well as a range of male consumer products
- Utilize findings from the audit and analysis to develop design criteria
- Conceptualization of structural form
- Refine final structural direction / develop final die-line
- Design and develop an engaging brand name, signature, and graphic display scheme
- Refine final name and identity signature
- Conceptualize a marketing plan to prompt consumer attention
- Explore additional retail and marketing opportunities for final structure
Visual Audit
Audit Interviews

“I buy kits for myself when they are cheap and on sale.”

“I shop in the stores I do because of convenience and product selection.”

“I would be more inclined to buy a grooming kit if they would be easier to travel with.”

“The majority of men surveyed considered themselves to be “indoorsy, but enjoy being outdoors”

Most men shave 2 – 3 times per week

The majority of men do not purchase facial grooming products such as lotion, wash, and scrub often, however the ones who do, use multiple products, daily

Popular grooming brands:
Keihls, Lab Series, The Art of Shaving, Osis, Axe, Commes des Garcons, Gillette, Dove

Popular lifestyle brands:
Brooks Brothers, Scotch & Soda, Orvis, Tommy Hilfiger

“I like brands that don't make me feel feminine.”
Audit & Analysis Findings

• Portability is important

• Packaging design needs to reflect masculinity

• Packaging needs to maintain high-end appeal, but avoid over complicated opening, display features and re-closures

• Men respond well to strong, bold colors, and stark graphic appearances

• Simplicity of graphic display copy is best for men on-the-go

• In order to appeal to men who don’t normally purchase grooming products, branding and packaging must appear both affordable, and of high quality
Design Criteria

- Design and develop an innovative men’s cosmetic gift set package which can also be used as a merchandise display.

- Gift set must have visual and structural distinctions that set it apart from competing brands in a retail environment.

- Structure should be as compact as possible to reduce carbon-footprint, and to aid in transportability.

- Bold colors, and stark graphic appearances are a must.

- Simple and clear packaging copy is best.

- Brand name and package design must appear both affordable and high quality.
Design: Structural Concepts
Design: Structural Sketches
Design: Final Structure
Design: Final Die-line
Design: Final Structure Production

Gift Set Packaging Production

Stock: Corrugated e flute

Print method: Sheet fed, digital

Design dimensions:
- 70” width
- 90” length
Design: Naming & Branding

Ense
Spade
Slate
Granite
Bedrock
Cavalier
Rugged
Dynamic Man
Dash
Power
Worn
Vigor
Hurculean
Colossus
Robust
Granitique
Bruta
Spada
Design: Final Packaging System
Design: Final Packaging System
Marketing Plan

Benefits of DASH packaging and counter top display:

- Magnetic closure makes packaging reusable without damaging the structure.
- Bottle display pops up when open, making bottles easy to grab on-the-go.
- Much like a pop-up book, the internal housing folds in a compact manner, minimizing the packages carbon footprint.
- Numbered product system reduces grooming time for the fast paced male lifestyle.
Marketing Plan

DASH FEMME

- The integrity of DASH’s primary and secondary structural design remains the same whether for him or her
- DASH FEMME branding attracts energetic women who are always on the go with bold natural colors and a take no prisoners attitude
Marketing Plan: Materials & Display

Product Positioning and Promotional Materials

- The first 500 promotional DASH gift set packages purchased per state will come with a promotional DASH carabiner (hiking/climbing hook) keychain
Marketing Plan: Materials & Display

Counter Display and Home Use

- DASH packaging can be easily transformed at home to a personal grooming station; when closed DASH bottles are kept neat and secure, and when opened the marketing display area can be used as a shelving platform for any miscellaneous grooming tools (e.g., trimming scissors, combs, razors, etc.)