



# 4<sup>th</sup> Dimension of Packaging

# CONSUMER Kaizen



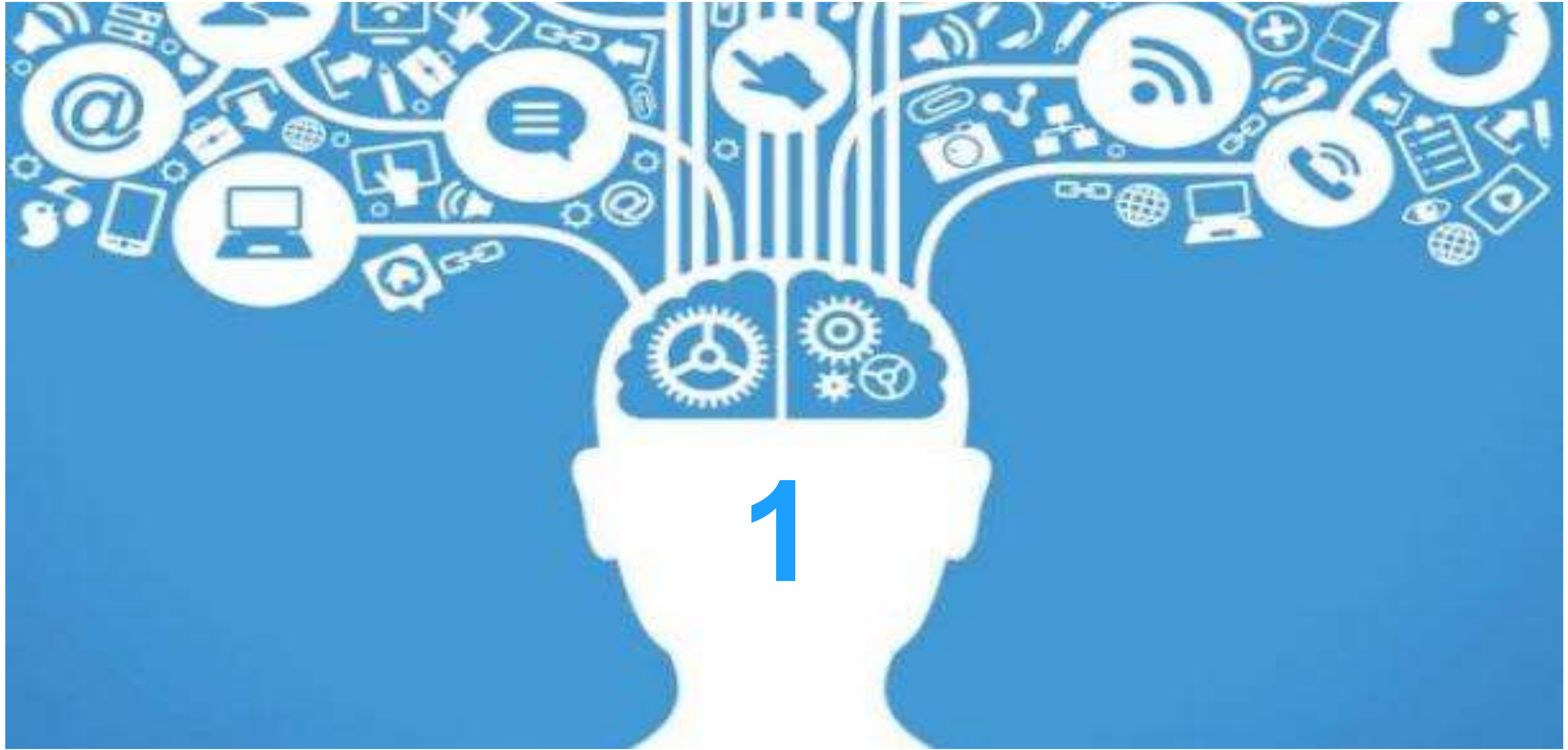
# GOOD Change



# There are 3 DRIVERS for Consumer Change

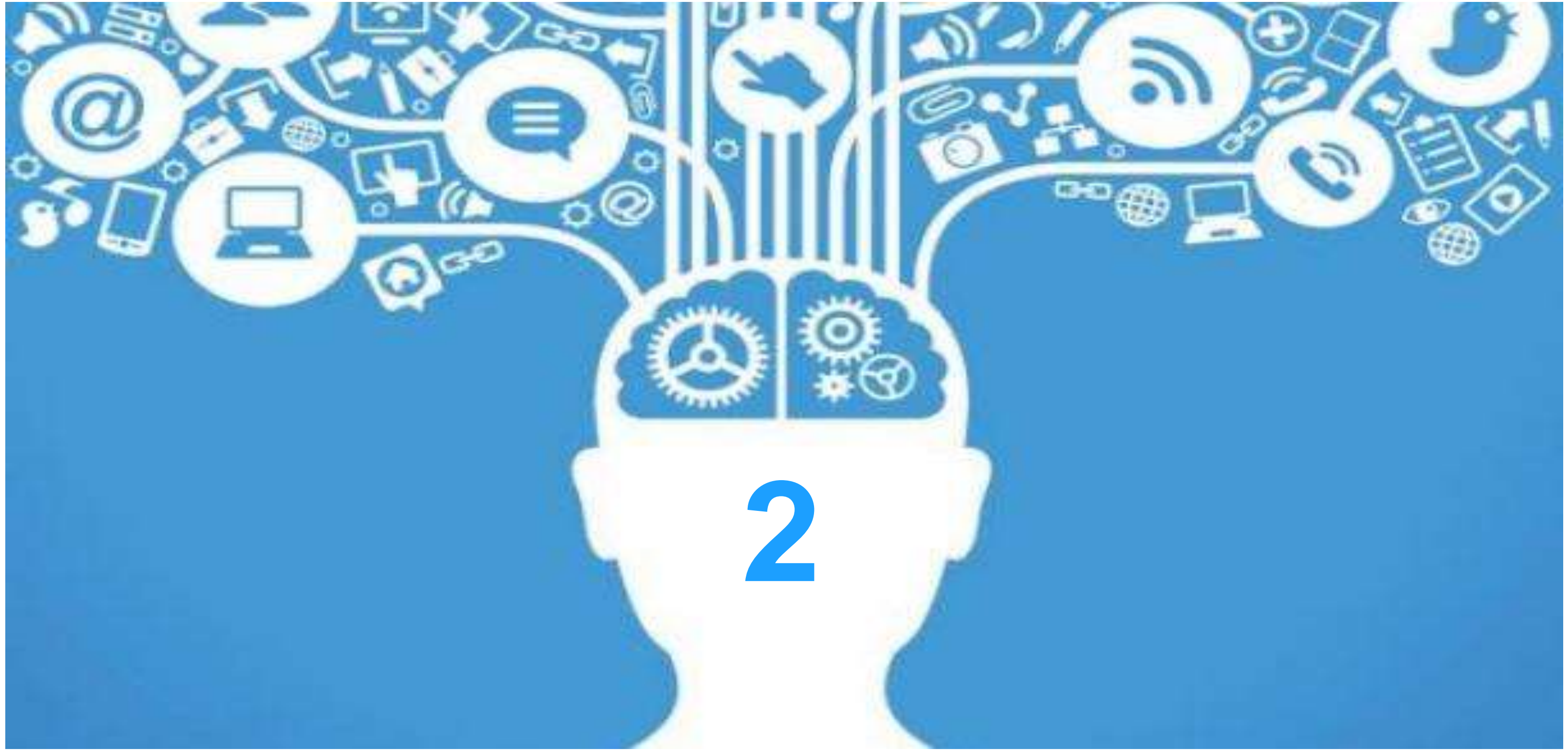
# What do you think they might be?





# 1. Did you get it Right?





## 2. Not so easy eh?





3

# 3. Seems obvious perhaps?



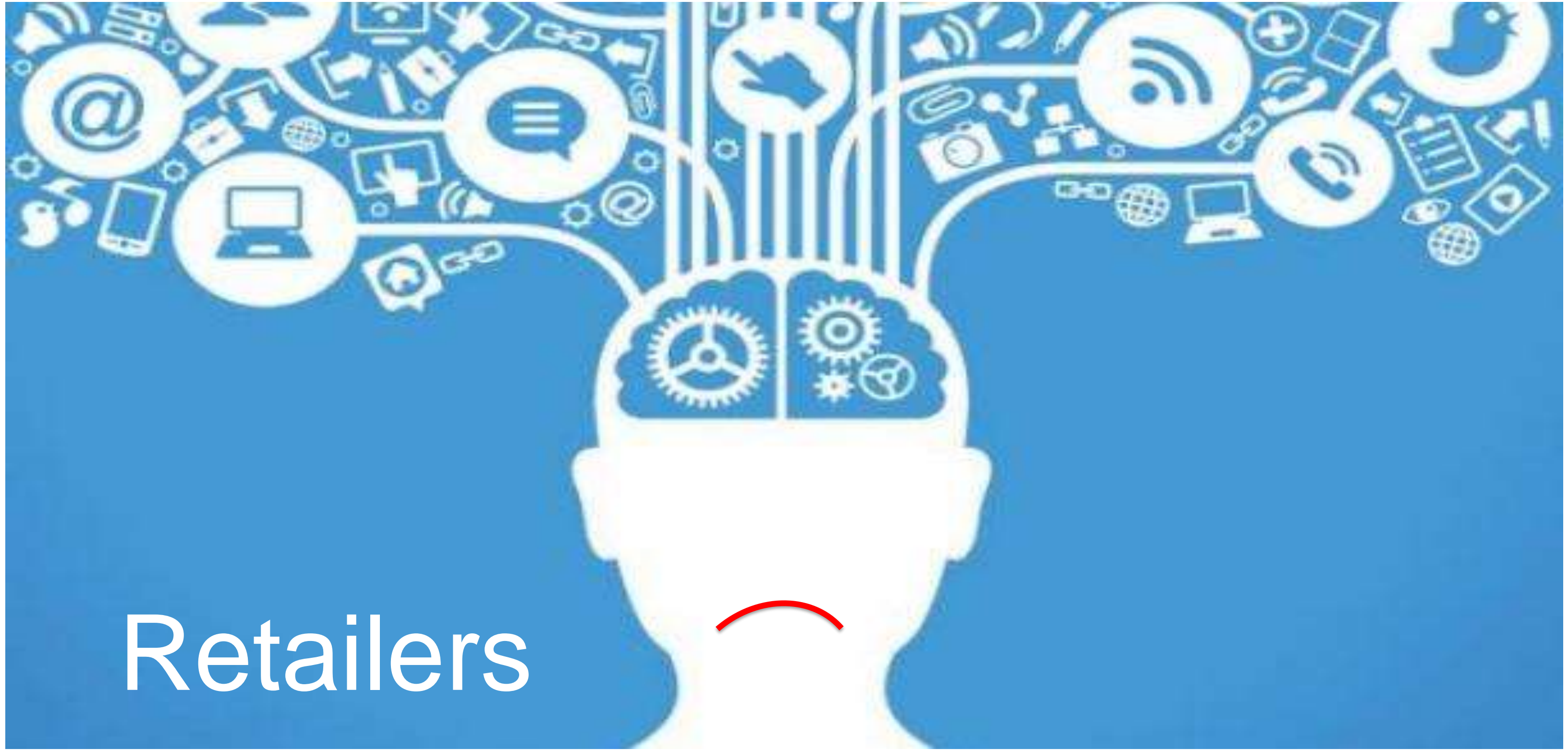
**1, 2 and 3 =  
SAVVY SHOPPER**



# Consumer

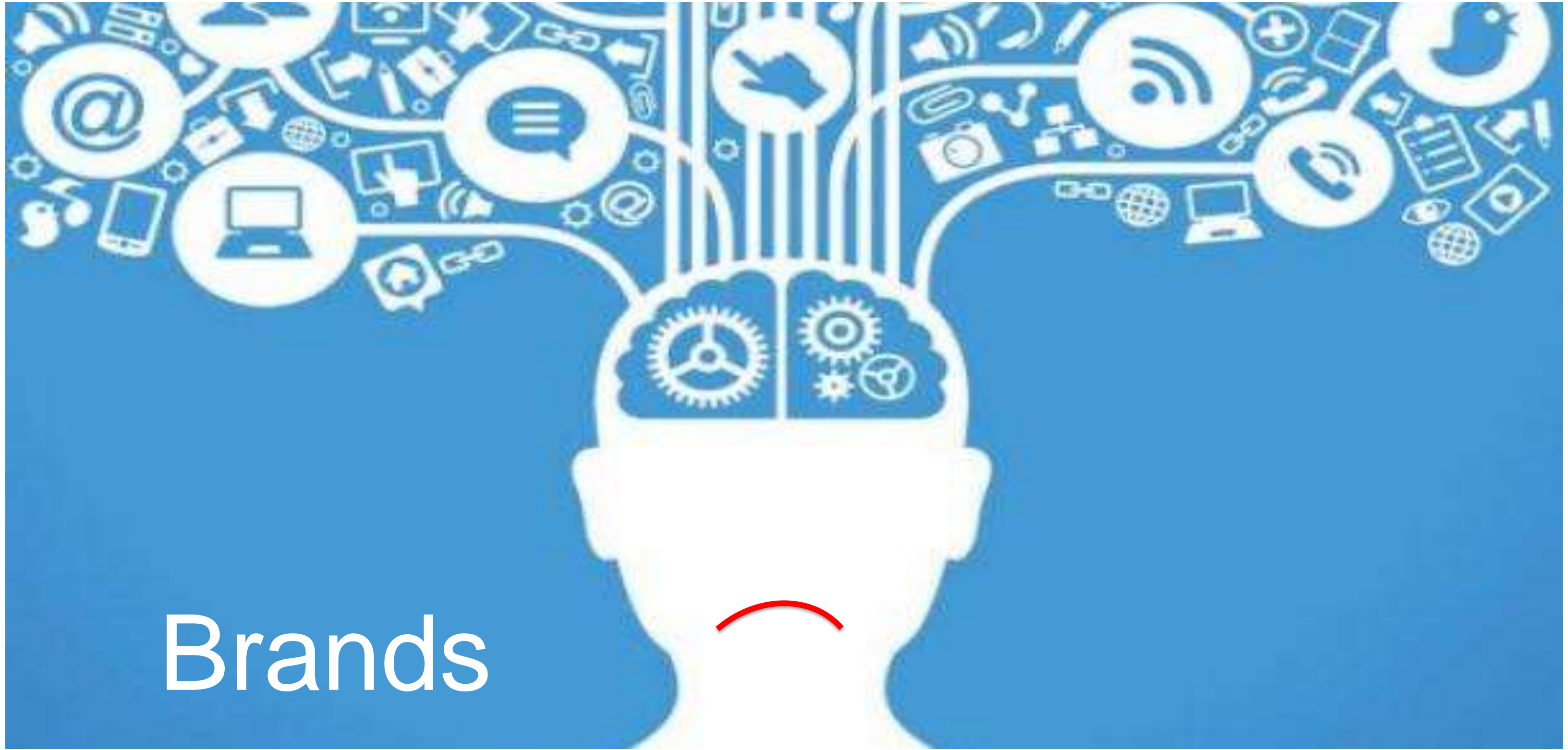
# What is the EFFECT?





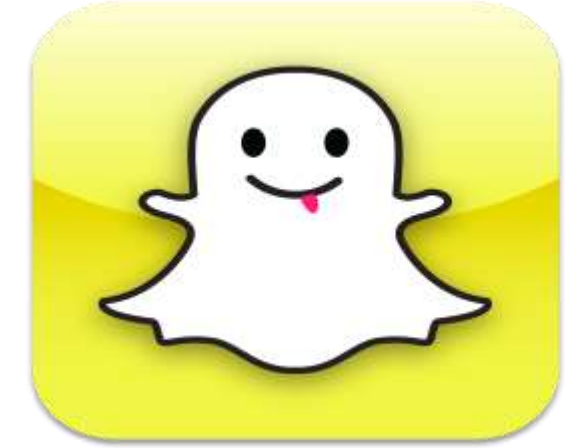
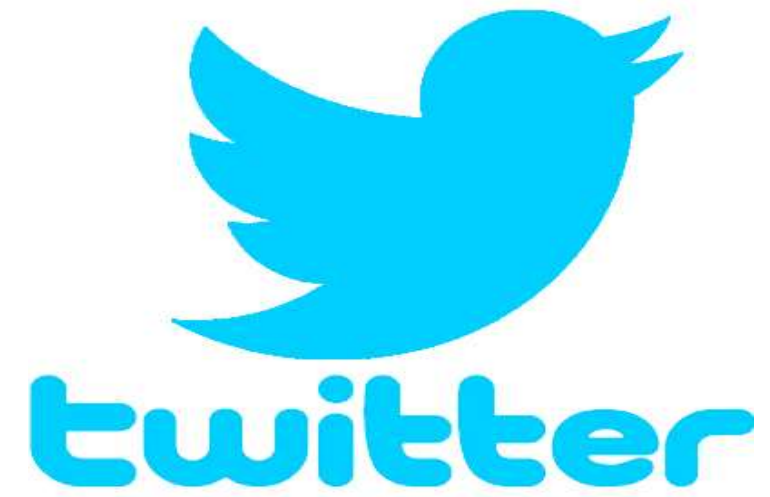
# Retailers



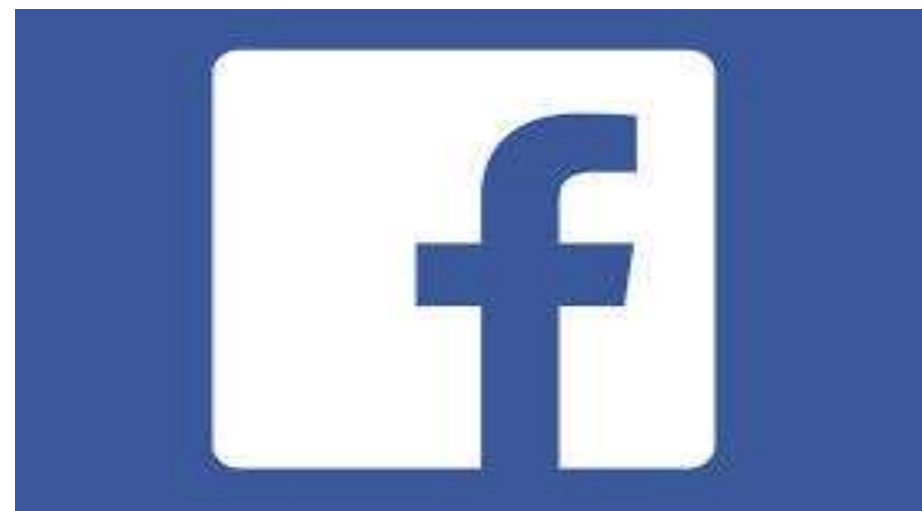


# Brands















Explosion of digital



# Channel Lottery

[www.sironaconsulting.com](http://www.sironaconsulting.com)



The Compare everything  
phenomenon



# Driving DISCOUNTING



ADDed

VALUE

# Stand Out

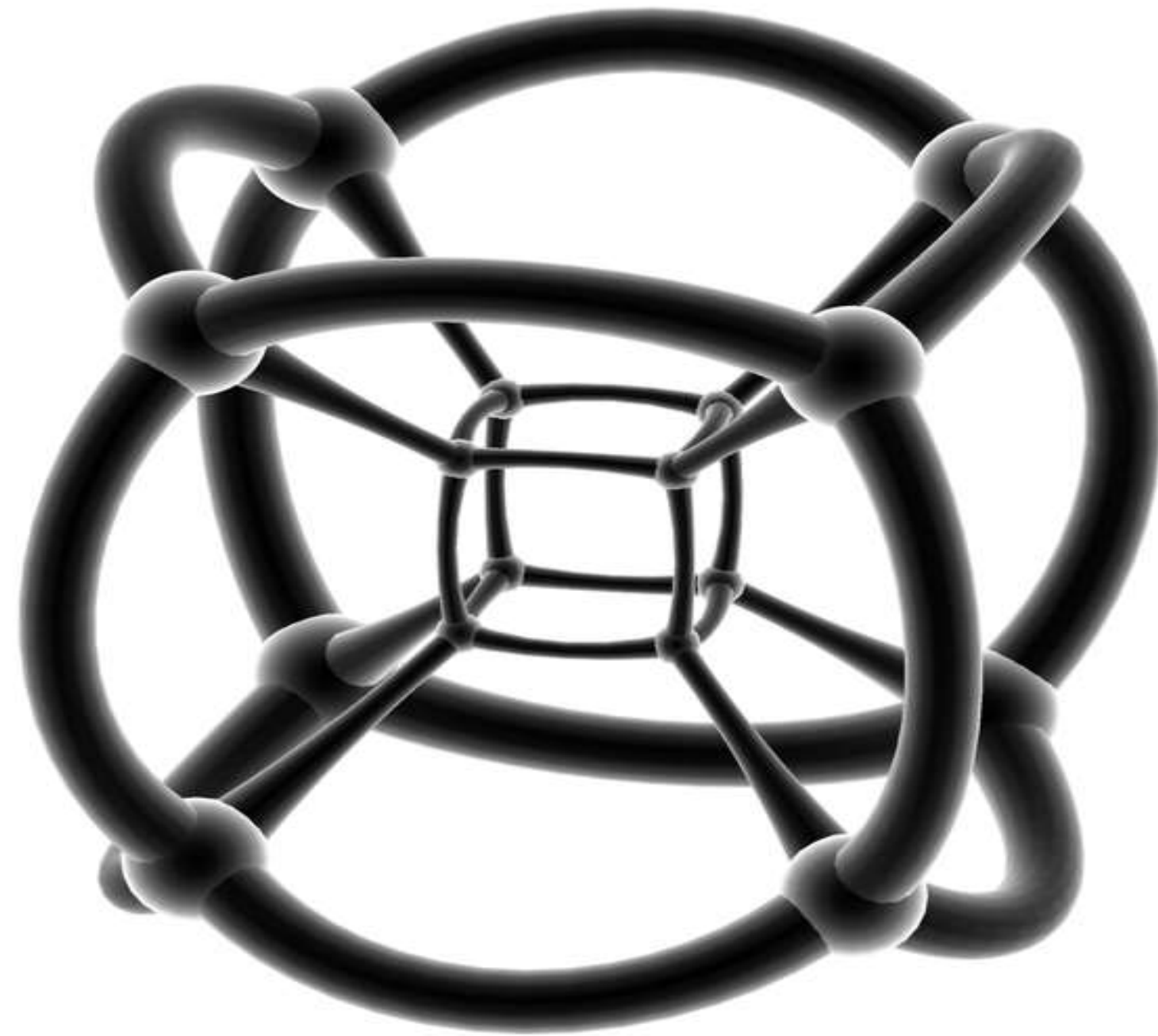


Here comes  
the Solution!





# 4D

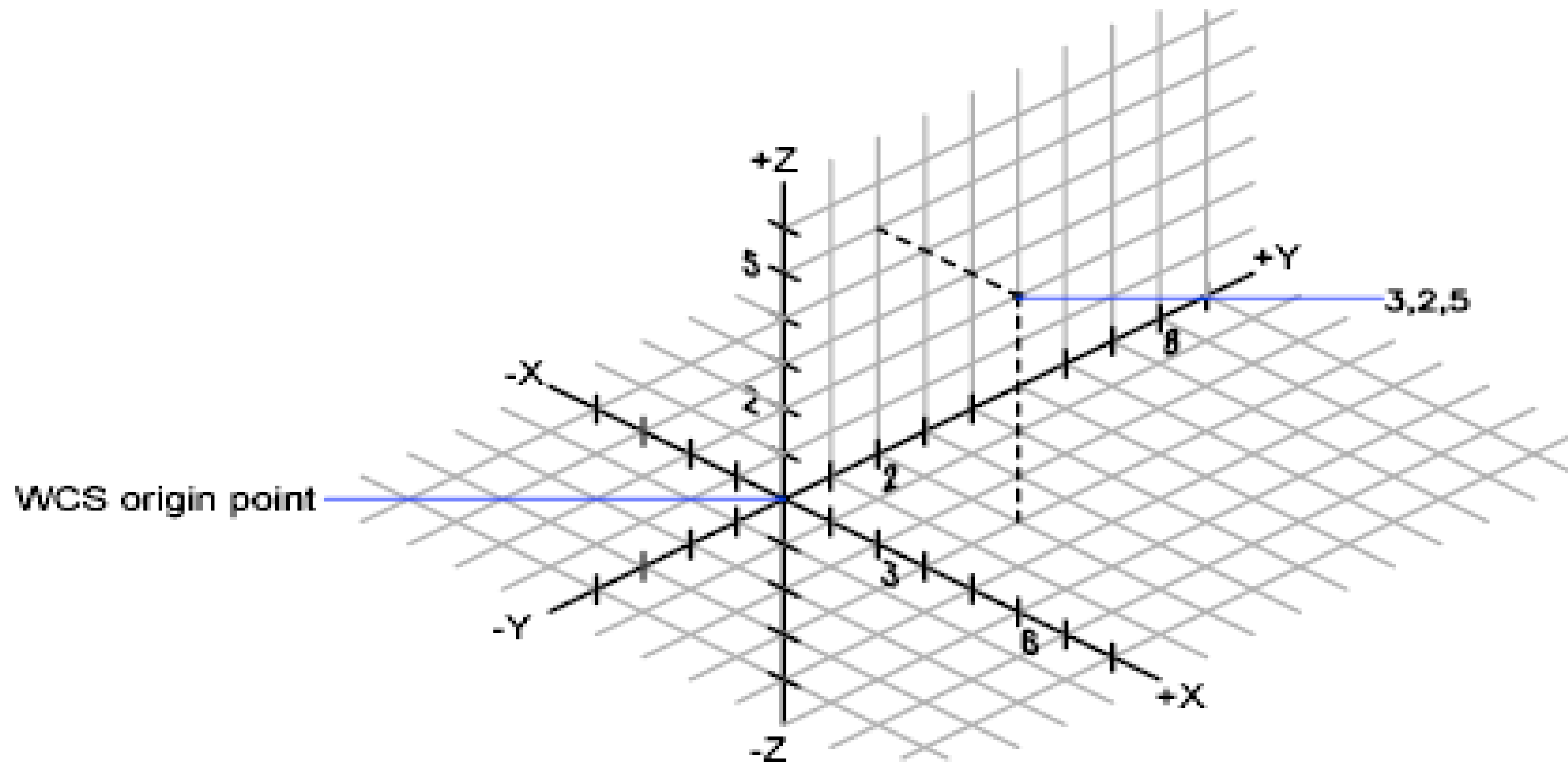


# With the Pack at the Center



# How to Create 4D Packaging





# Use Cartesian 3D

# Design the Best Form and Function



# Appeal to Primal Senses



# 600,000 years experience



# Handling Food





# Just add Digital



# Appeal to Modern Senses



# Added Value



Healthy living, Provenance,  
Loyalty, Sustainability. Social  
Media, Local Events Driven  
Campaigns

# All from the Pack



# Lets See Some Examples



# Children interacting directly with the product. Added Value.



# High Street Gimmickry? Designed to create Brand Awareness

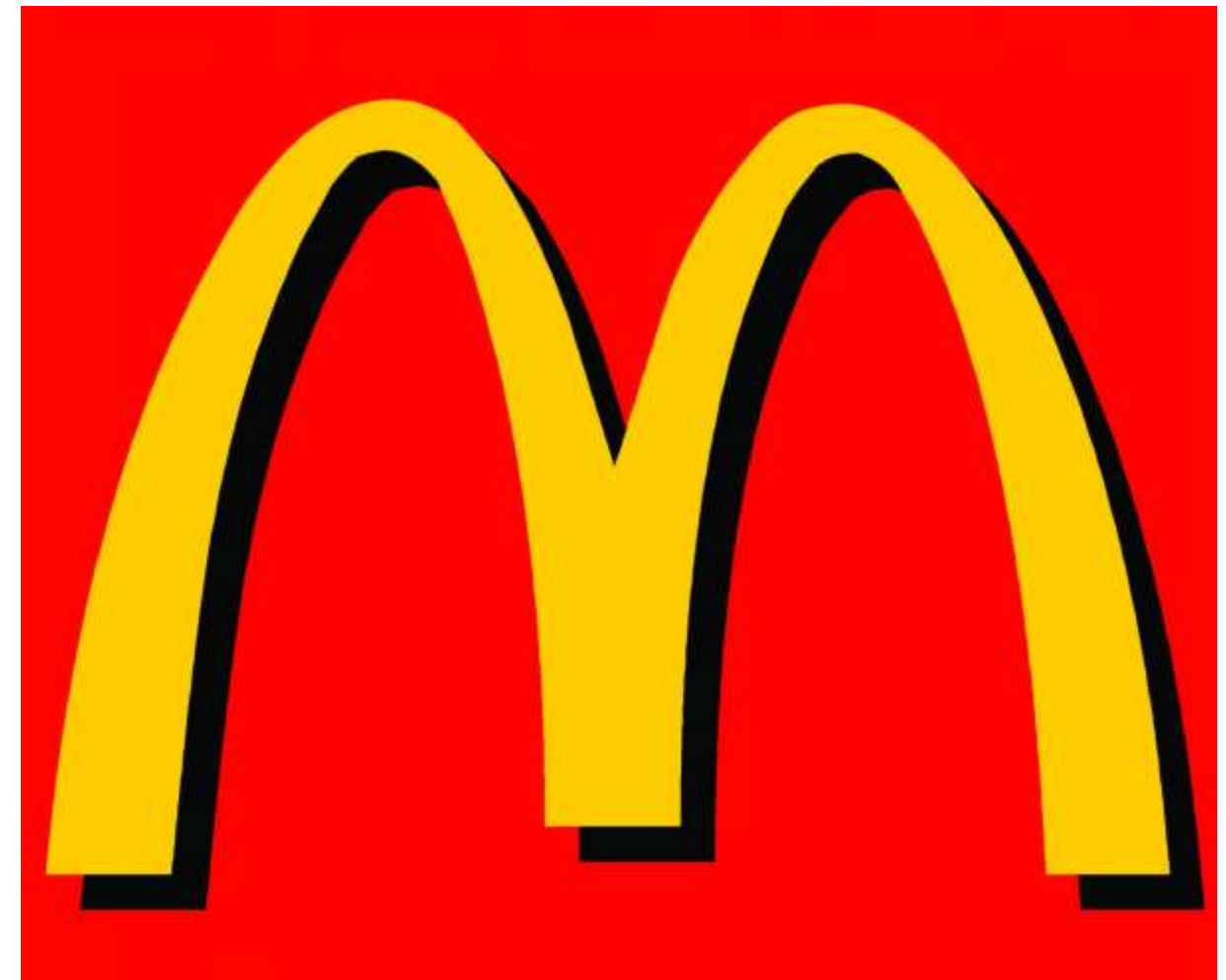


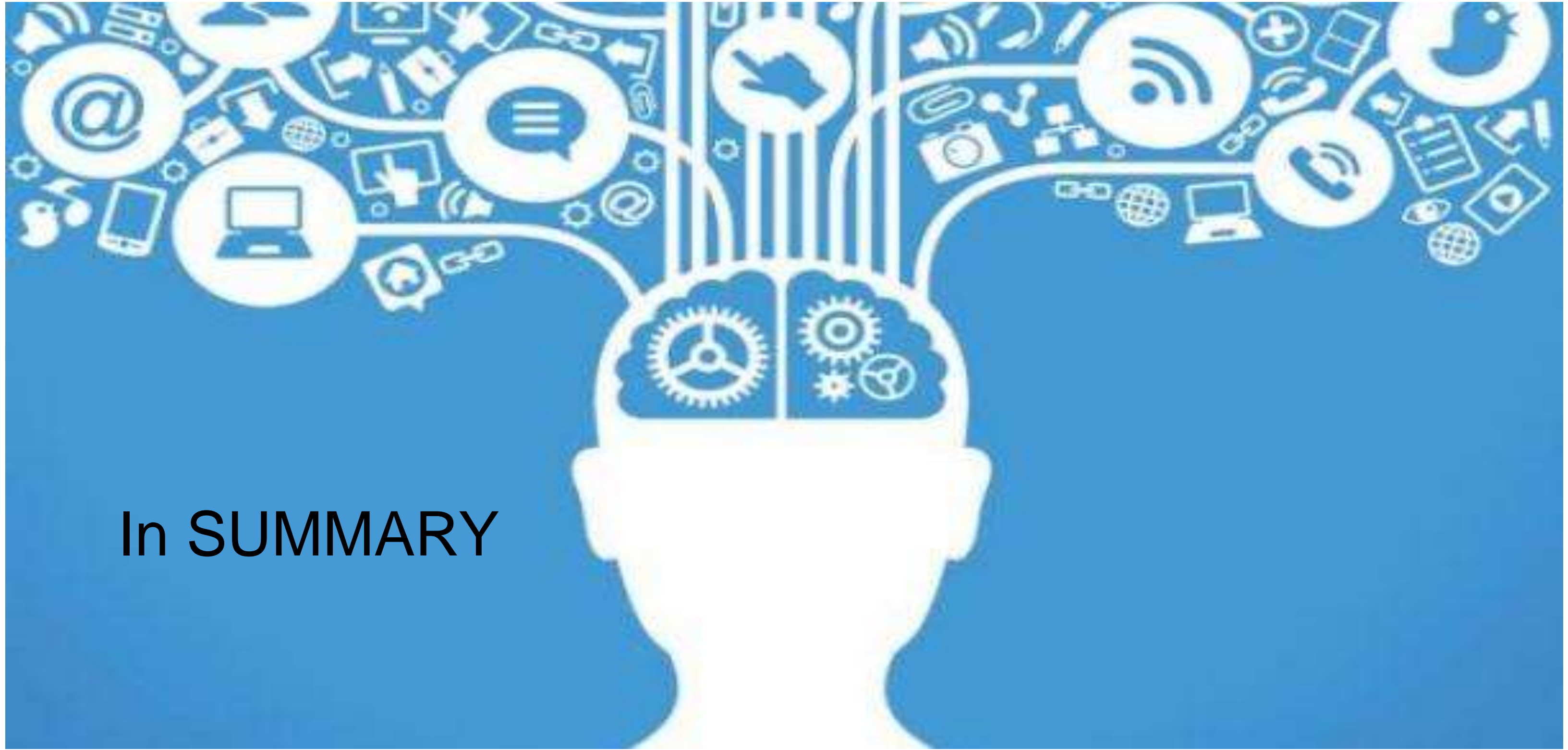
**True 4D packaging. With the consumer  
interacting whilst holding the Pack  
Creating a relationship. Brilliant!**



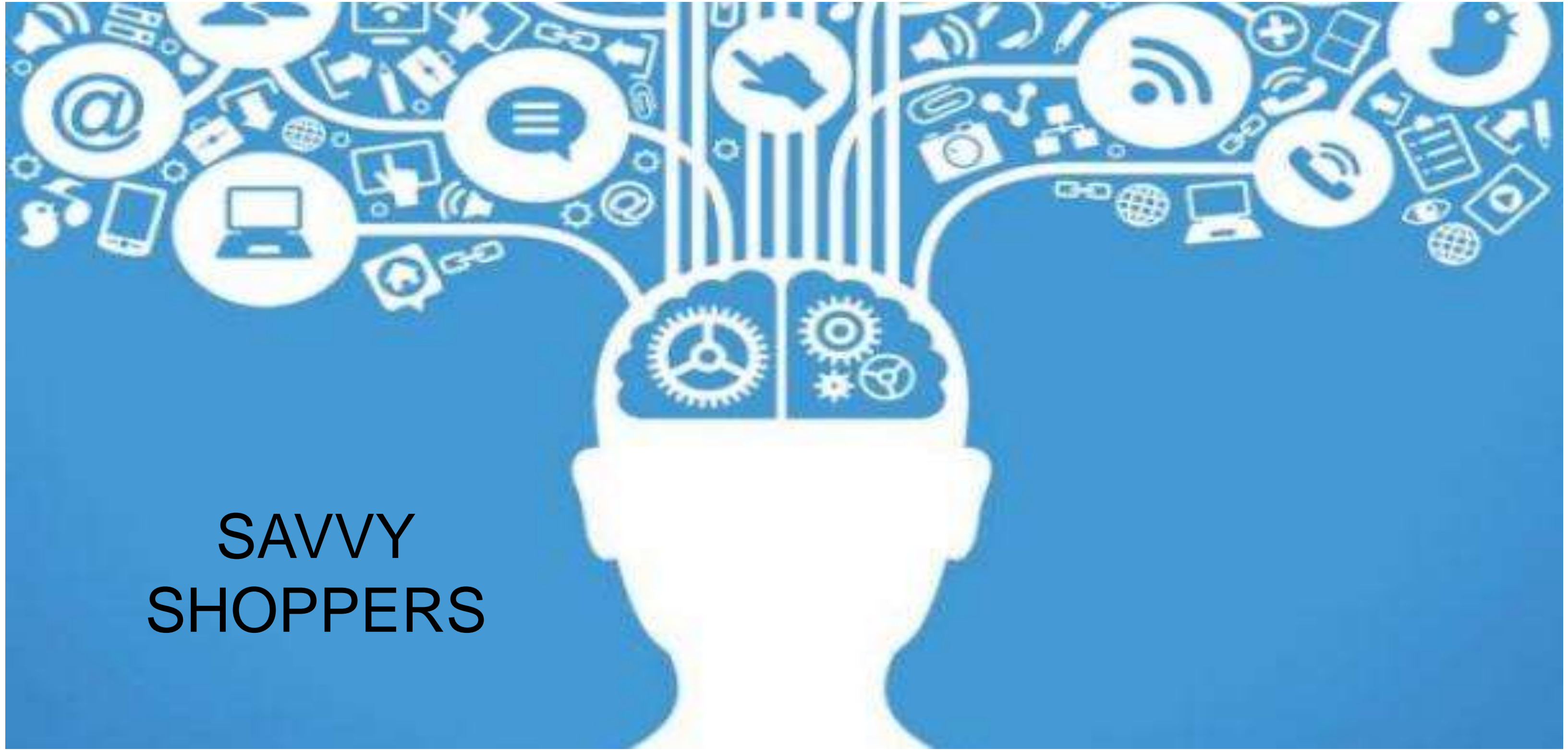


**Big Brands coming together  
aligning themselves to the digital  
age wherever they can.  
Leaders Perhaps?**

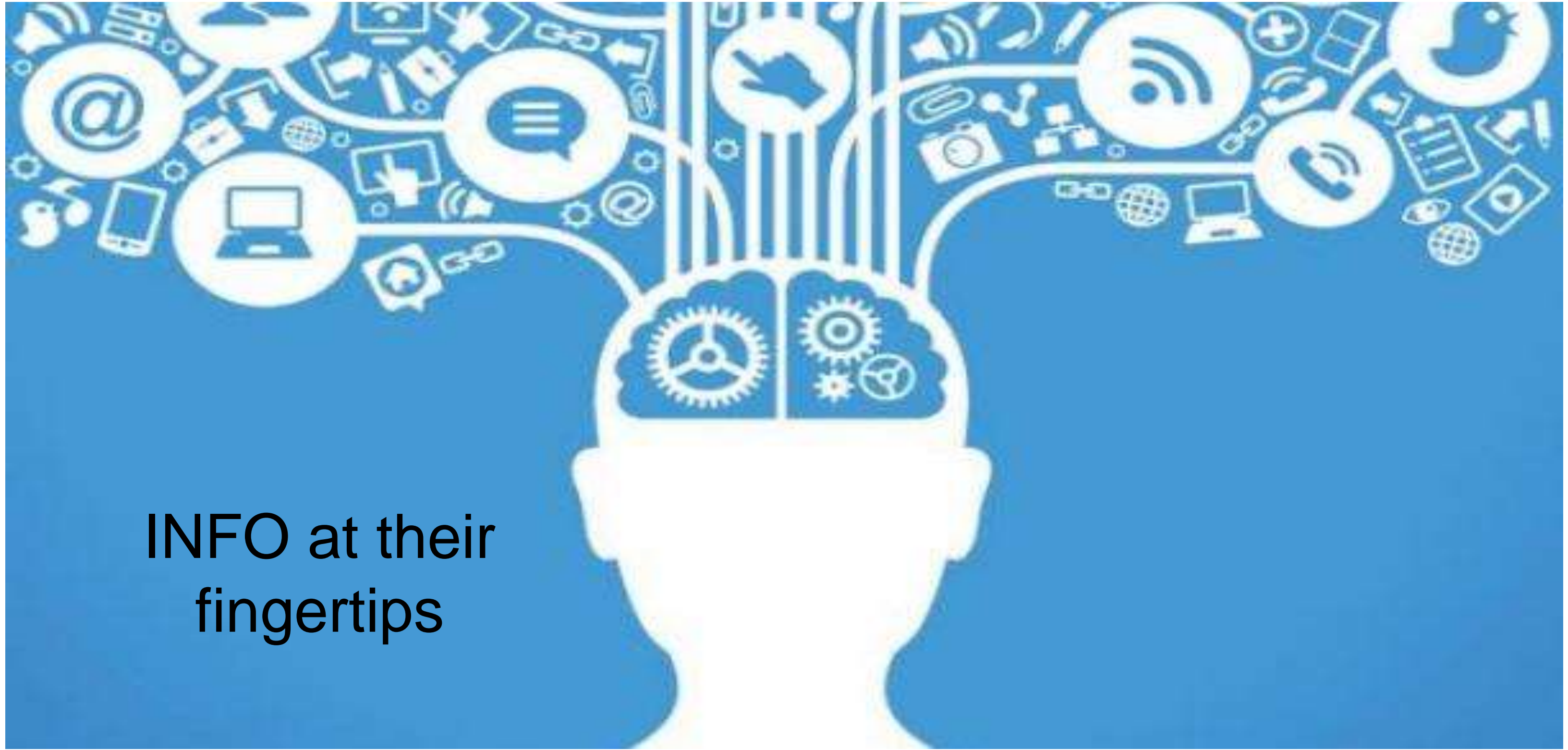
The Coca-Cola logo is displayed in its classic, flowing red script font.



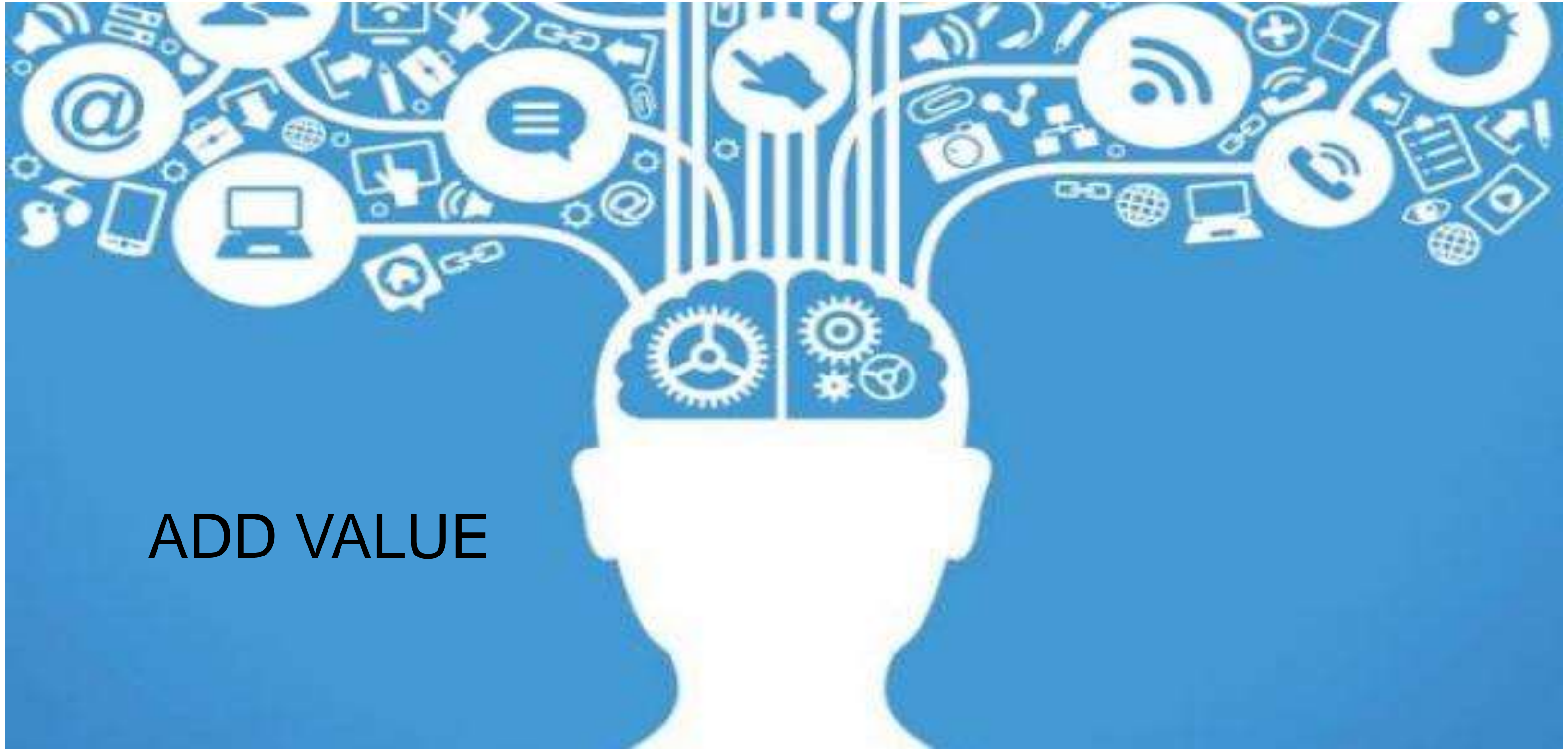
# In SUMMARY



# SAVVY SHOPPERS



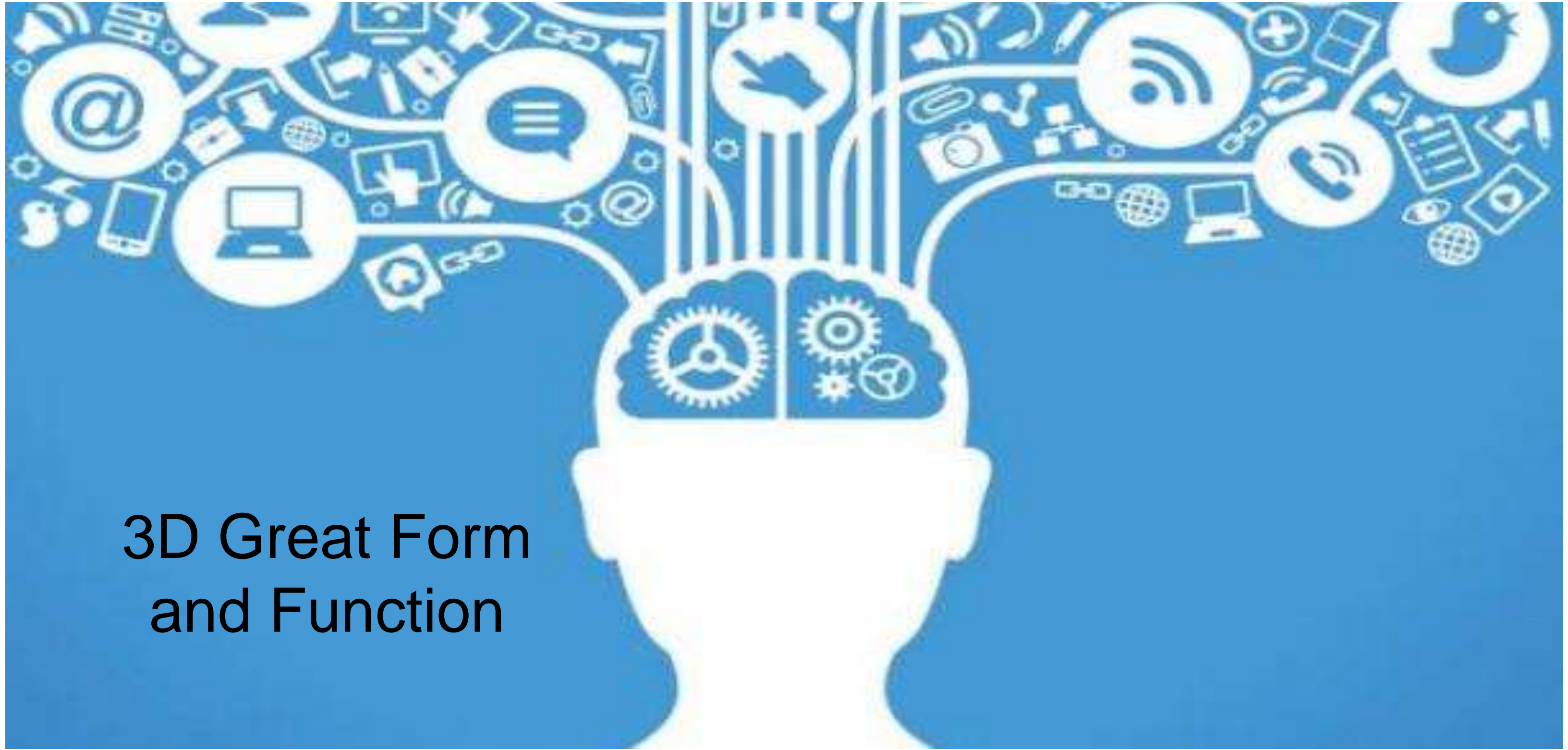
# INFO at their fingertips



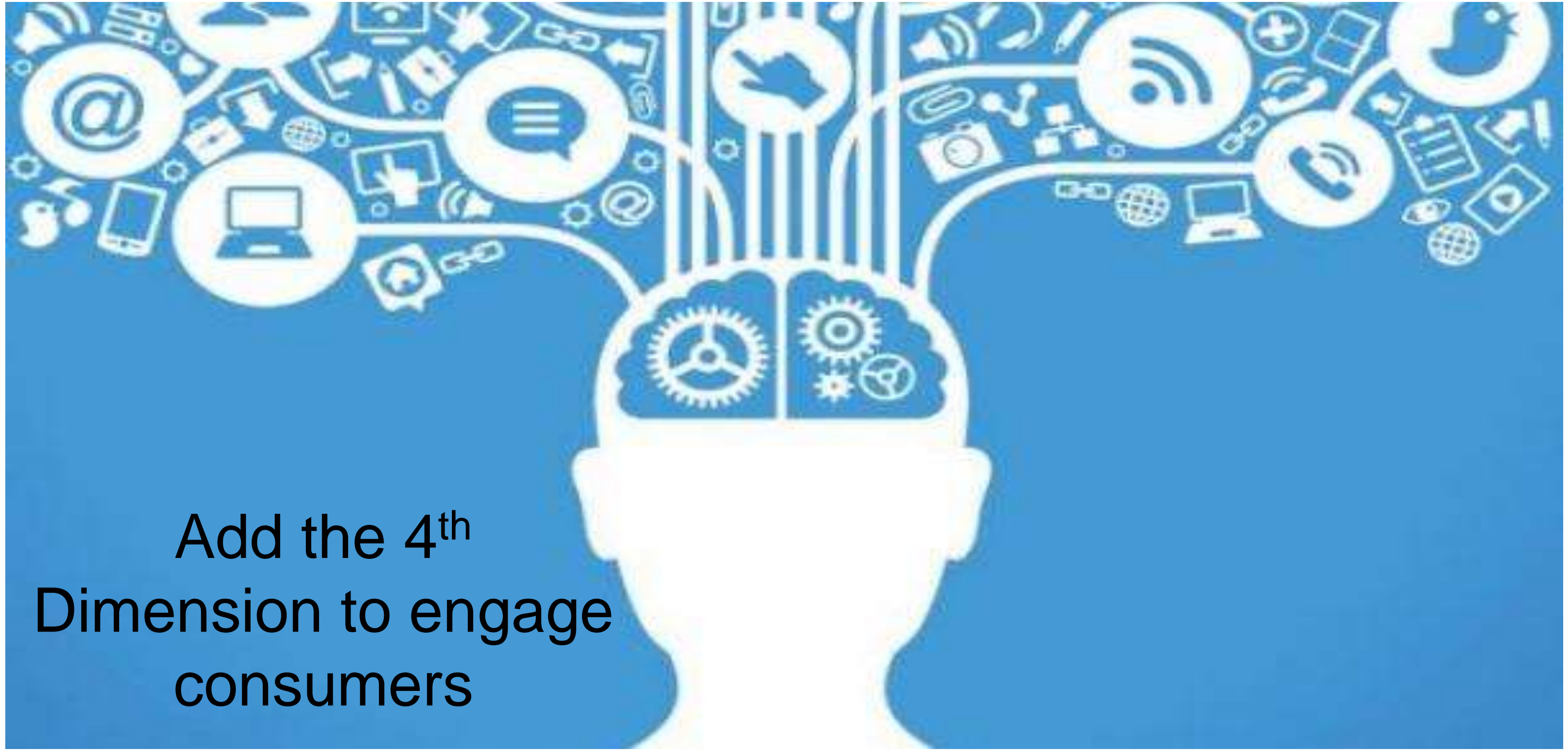
# ADD VALUE

# AVOID Discounting



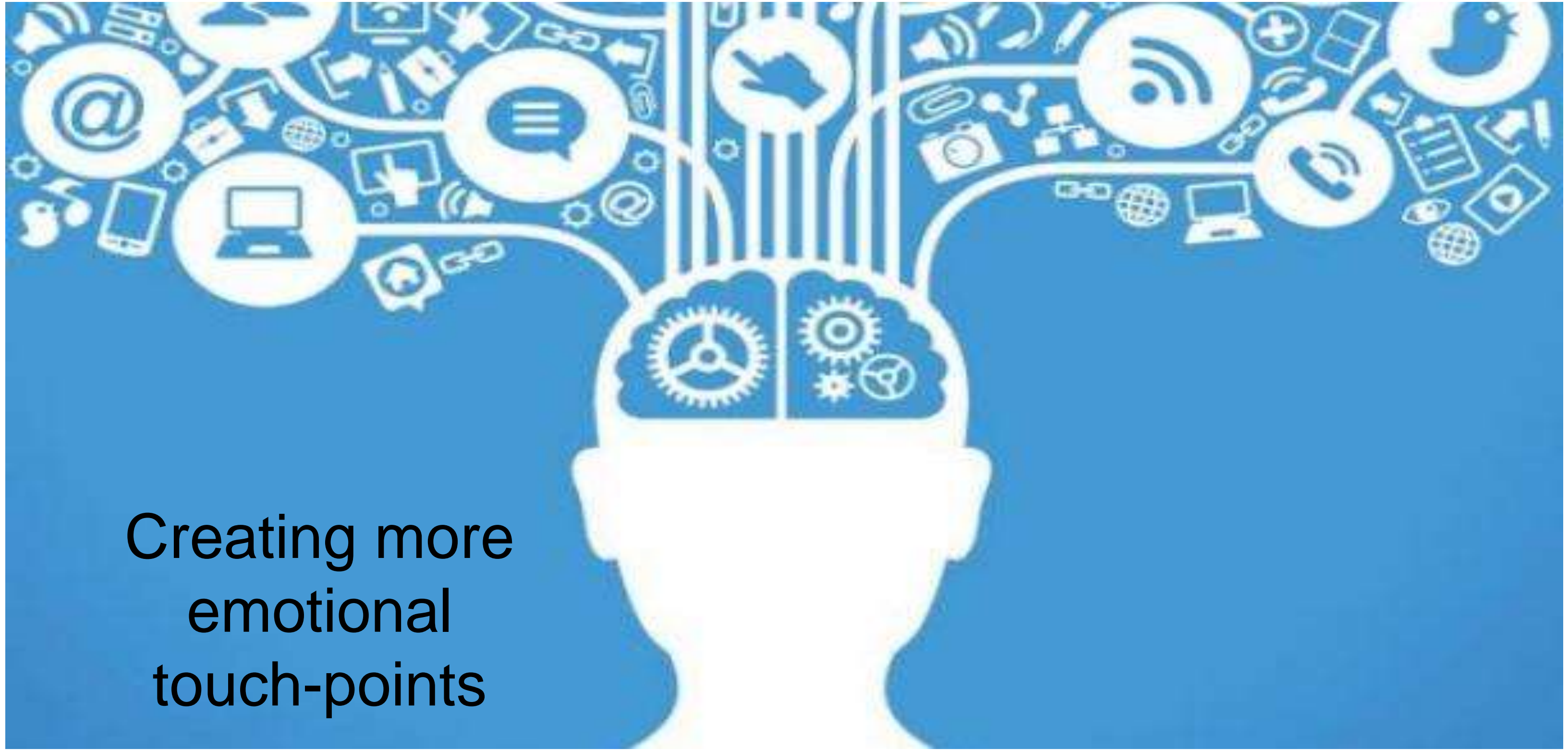


# 3D Great Form and Function

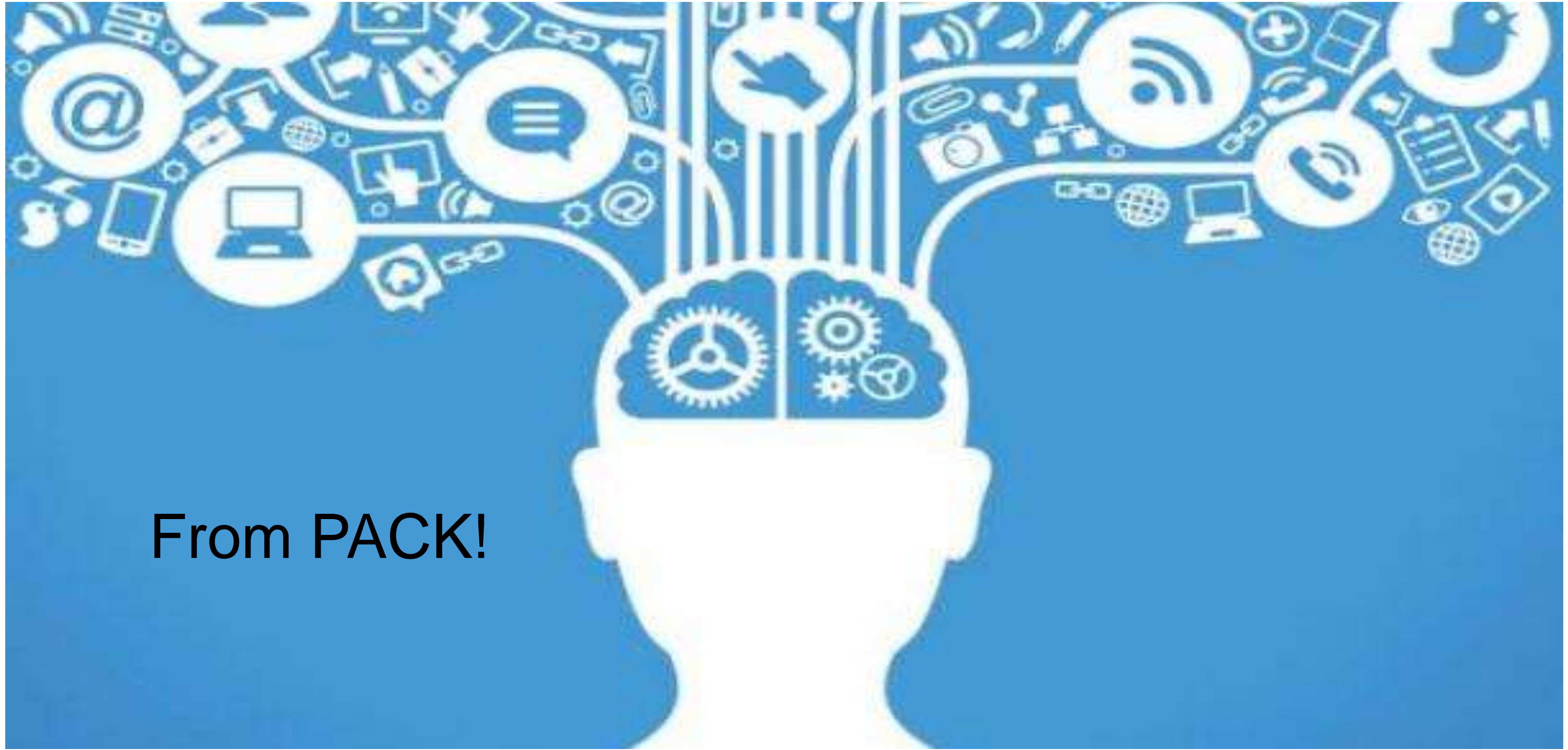


Add the 4<sup>th</sup>  
Dimension to engage  
consumers

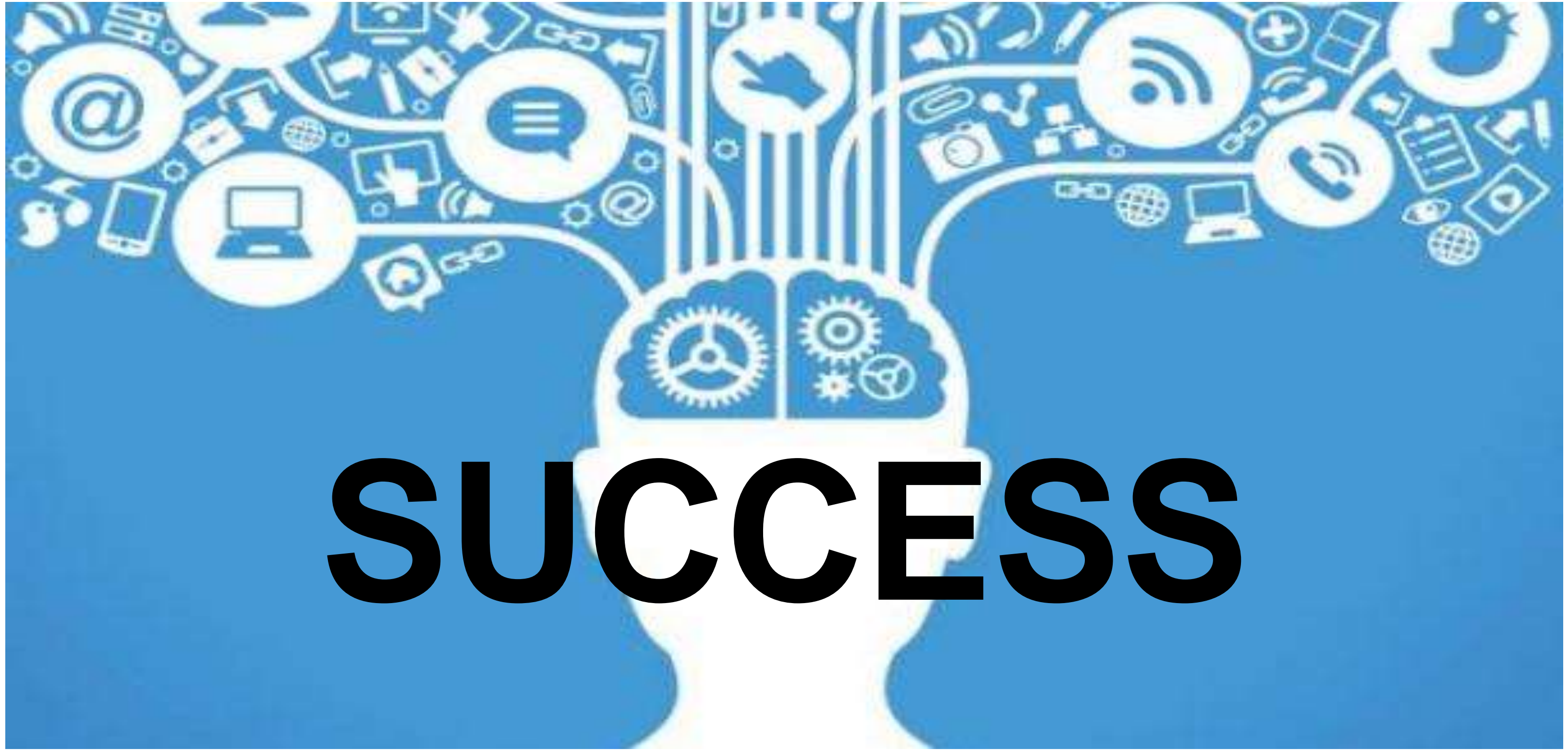




Creating more  
emotional  
touch-points



From PACK!



# SUCCESS

