

IT'S JUST THE PACKAGING, STUPID!

HOW WE CAN BETTER LEVERAGE PACKAGING TO CREATE MORE CUSTOMER VALUE IN A CHANGING WORLD

KUNDENFREUNDLICHES PACKAGING 2013
MÜNCHEN, 11 APRIL 2013



LET'S START WITH
A POTENTIALLY
ODD QUESTION:



**WHAT DO WE ACTUALLY
WANT TO UNDERSTAND BY
'CUSTOMER-FRIENDLY'
PACKAGING?**

THE WORLD WE LIVE IN ...

WE ARE
FAR AWAY
FROM ANY
KIND OF
SUSTAIN-
ABLE
LIFESTYLE.



AND WE
START TO
UNDER-
STAND
THAT WE
CAN'T GO
ON AS WE
USED TO.



WHAT HAPPENS TODAY:

A. PEOPLE WANT TO LOOK
BEHIND THE SCENES,
AND THEY CAN!



WHAT HAPPENS TODAY:

B. PEOPLE WANT COMPANIES
TO HAVE A **PURPOSE** AND
HELP THEM LIVE A MORE
SUSTAINABLE LIFESTYLE.

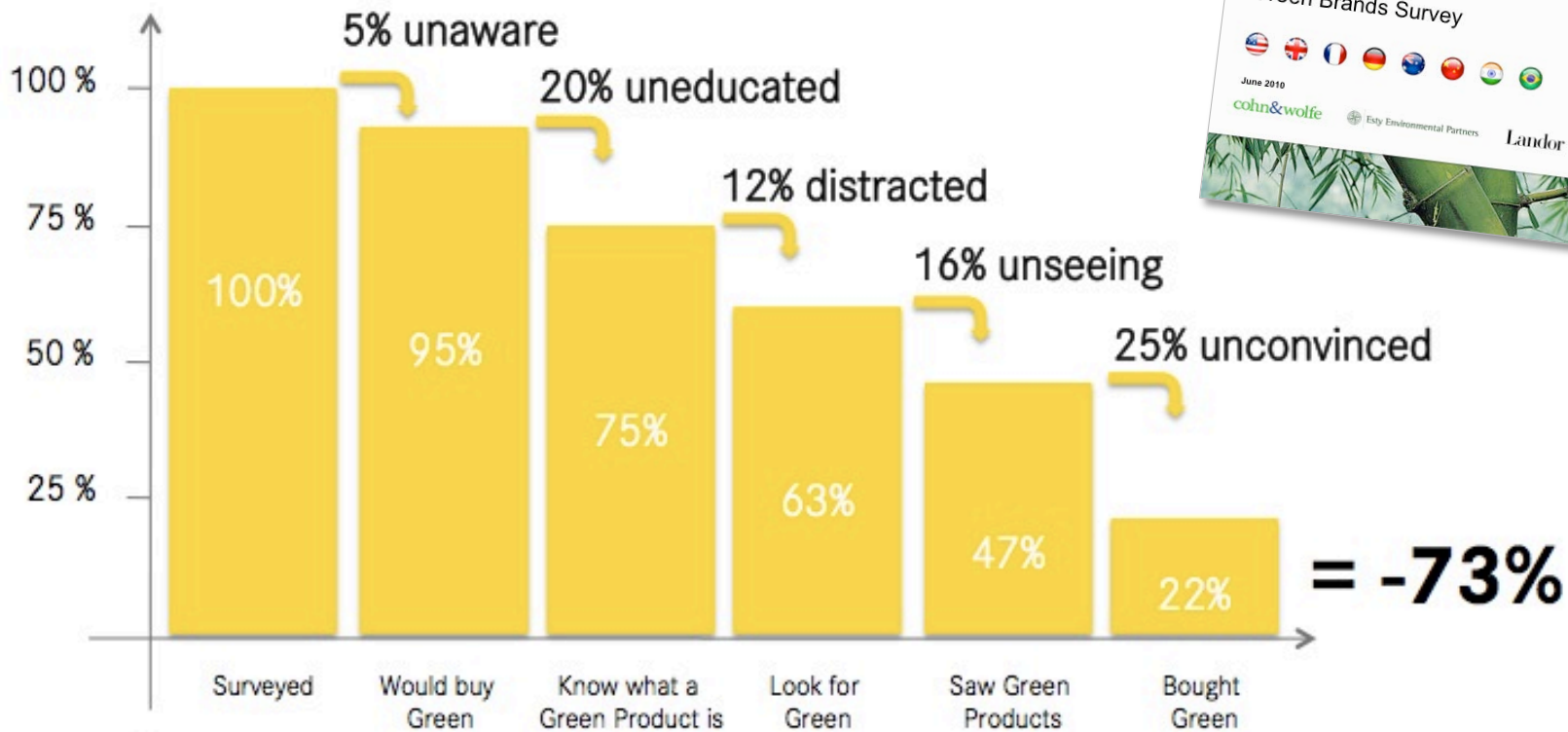
WHAT HAPPENS TODAY:

C. SOME COMPANIES
STRUGGLE TO **REINVENT**
THEIR **BUSINESS MODELS.**

WHAT HAPPENS TODAY:

D. MOST COMPANIES STILL
CONSIST OF **SILOS** AND
HAVE **NO ANSWER** TO THE
CHALLENGES THEY FACE.

WE WON'T CHANGE THE WORLD OVER NIGHT.



WE ARE POTENTIALLY NOT READY FOR IT NOW.



WE SHOULD ASK OURSELVES
SOME **CRUCIAL QUESTIONS:**

1. DOES MY BUSINESS UNDER-
STAND THE **CHANGING**
NEEDS AND EXPECTATIONS
OF CUSTOMERS?

WE SHOULD ASK OURSELVES
SOME **CRUCIAL QUESTIONS:**

2. DOES MY BUSINESS HAVE A
PURPOSE? WHAT ROLE DOES
IT PLAY IN **PEOPLE'S LIVES?**

WE SHOULD ASK OURSELVES
SOME **CRUCIAL QUESTIONS:**

3. DO MY PRODUCTS AND
SERVICES SUPPORT AND
ENABLE A **SUSTAINABLE
LIFESTYLE?**

WE SHOULD ASK OURSELVES
SOME **CRUCIAL QUESTIONS:**

4. DO MY PURPOSE AND
OFFER TRANSLATE INTO A
RELEVANT BRAND STORY?

WE SHOULD ASK OURSELVES
SOME **CRUCIAL QUESTIONS:**

5. DO I USE ALL CHANNELS
TO CREATE AN ATTRACTIVE
BRAND EXPERIENCE
AND DELIVER ON
WHAT I PROMISE ?

CHANGE WILL NOT HAPPEN
OVER NIGHT, BUT BE A

JOURNEY

FOR COMPANIES AND
CUSTOMERS ALIKE.

WE WILL ALL NEED TO
BECOME THE

CHANGE

WE WANT TO SEE.

**SO, HOW DOES ALL OF THE ABOVE
TRANSLATE INTO 'CUSTOMER-FRIENDLY'
PACKAGING?**

SOME INTERESTING EXAMPLES ...

WHEN THE PACKAGING
TELLS THE STORY ...



OLD SPICE



BUTTCKEES



FISHERMAN



4273

FISHERMAN
FOR FISH & FOR MAN

**PROTECTS
FROM WATER
AND EVEN MORE**



FUKASAWA



GRIND



ASTRA



Landor

ABSOLUT



Landor

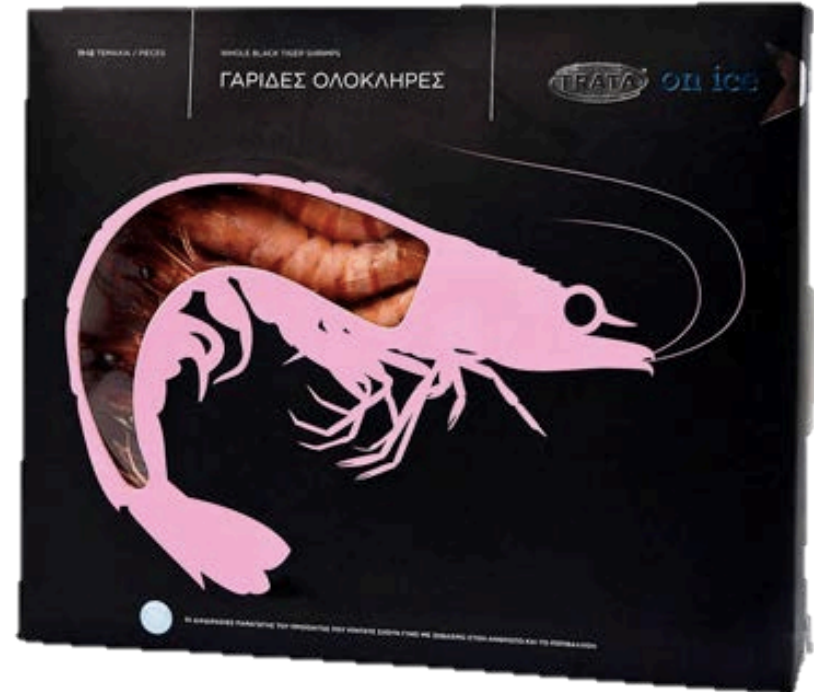
BOLIMOND



LICK YOUR SPOON



TRATA ON ICE



HEINZ



Landor

SELFRIDGES – NO NOISE



NIVEA



Landor

**WHEN THE PACKAGING
ENCOURAGES TO PLAY...**



S.HE STYLEZONE



LE CHOCOLAT DE H.



YUMMY TUMMY KOALAS



STAFIDENIOS RAISINS



SMIRNOFF



Landor

BYO WINERY



Landor

KAWAII MATCHES



CIGARETTES – JAPAN



CIGARETTES – AUSTRALIA



WHEN THE PACKAGING
PROVIDES **ADDED VALUE**
AND **SUSTAINABILITY...**



DORITOS



Suremen



BUTTER! BETTER



NEXT GEN PRINGLES



Problem

The package of the potato chips are usually in a circular cylinder form, protecting the potato chips. These cases make it difficult for people to eat at the same time since the left over chips are deep inside the cylinder case.



Solution

The wrinkled circular cylinder of the bloom chips make the package bloom like a flower, making the package open, enabling people to easily chew their chips.

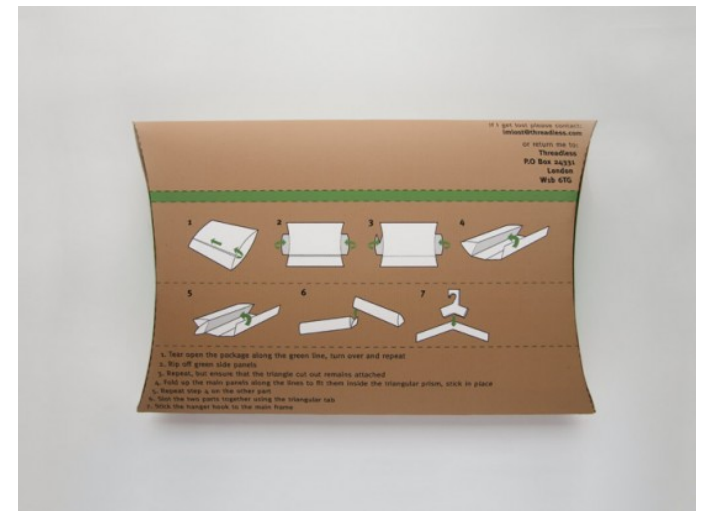


AQUILEGIA



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HANGERPAK



H.FLOW



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WHEN THE PRODUCT BECOMES
THE THE **PACKAGING**, AND THE
PACKAGING BECOMES THE
PRODUCT ...



BARDOT



HAIRY TOOLS



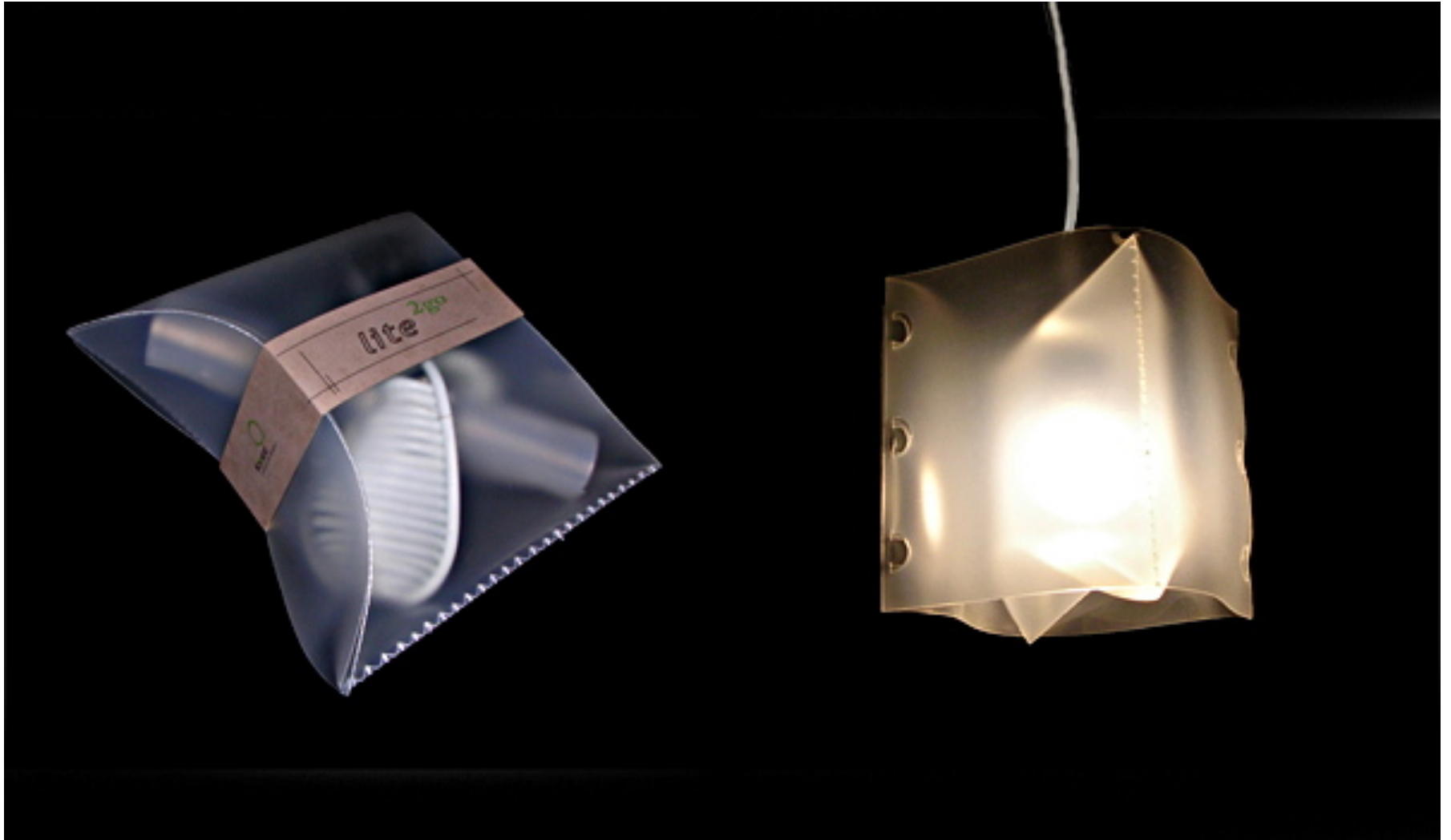
MARKS & SPENCERS



PUMA



LITE2GO



AMEYA



GOGOL MOGOL

Gogol mogol

"Gogol mogol" eggs is an ambitious project of the future. Cooking eggs in a pot is much time-consuming. We offer new way of cooking, storing and, of course, pecking eggs.

In a store, "Gogol mogol" eggs are sold on three-story pedestal. It doesn't occupy much space in your bag.

Individual package for one egg is made from recycled cardboard and consists of several layers. Under the first cardboard layer is the second - catalyst. Then there is a membrane, separating catalyst from some smart material (smart material is a third layer). When you are pulling out membrane (by stretching a tag), chemical reaction between a catalyst and a smart material begins, and the egg begins to heat up. So, in a few minutes, when you open a cover of the egg package, you have a boiled egg - easy breakfast.



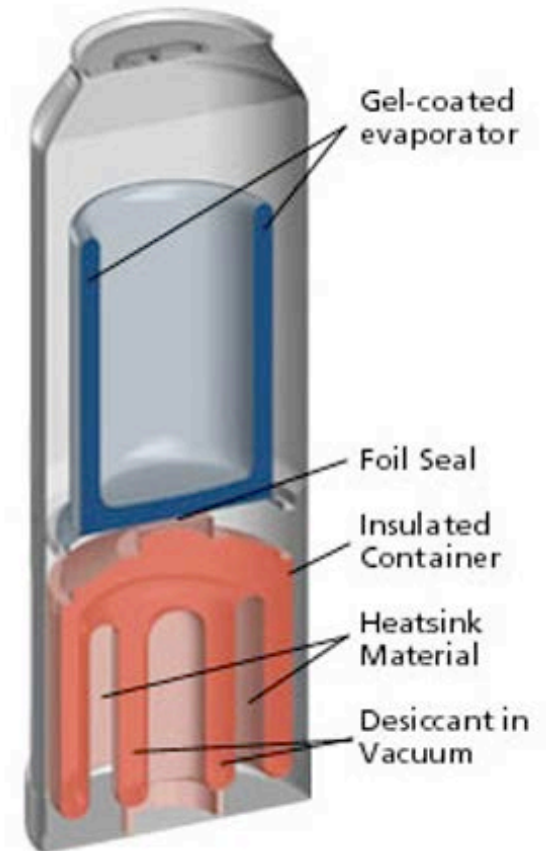
EASY EGG BREAKFAST

Each egg is individually wrapped in packaging that contains four layers.

- Outer layer is paperboard
- Second layer is infused with chemicals
- Smart layer containing water
- Membrane

- 1 Pulling the tab removes the membrane to allow the chemicals and water to come into contact generating heat.
- 2 The egg is cooked after 2mins, producing a runny yolk, although the heating process will continue for up to 3mins.
- 3 The user twists off the top half of the pack while the bottom half serves as an egg cup.

AND MORE TO COME ...



THERE IS LOTS OF ROOM TO
MAKE PACKAGING MORE

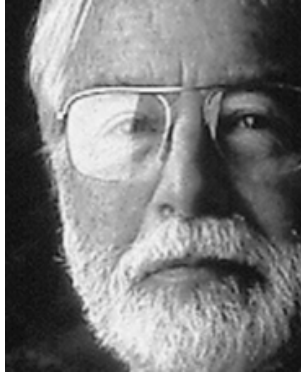
CONSUMER-
FRIENDLY

MORE SUSTAINABLE, MORE USEFUL,
MORE PLAYFUL, MORE FUN!

ABOUT LANDOR



WALTER LANDOR INVENTED BRANDING. WE ARE REINVENTING IT EVER SINCE.



OUR OFFER:

A global community of experts committed to partner with clients to achieve brand-led business transformation.

OUR GOAL:

To turn your brand into the driver of your business – with tangible financial results.

OUR MISSION:

Creating brands that transform business.

Landor

WE NEVER SLEEP. YOU WILL FIND US WHEREVER YOU NEED US.

900 people, 23 offices, 18 countries: **One Landor**



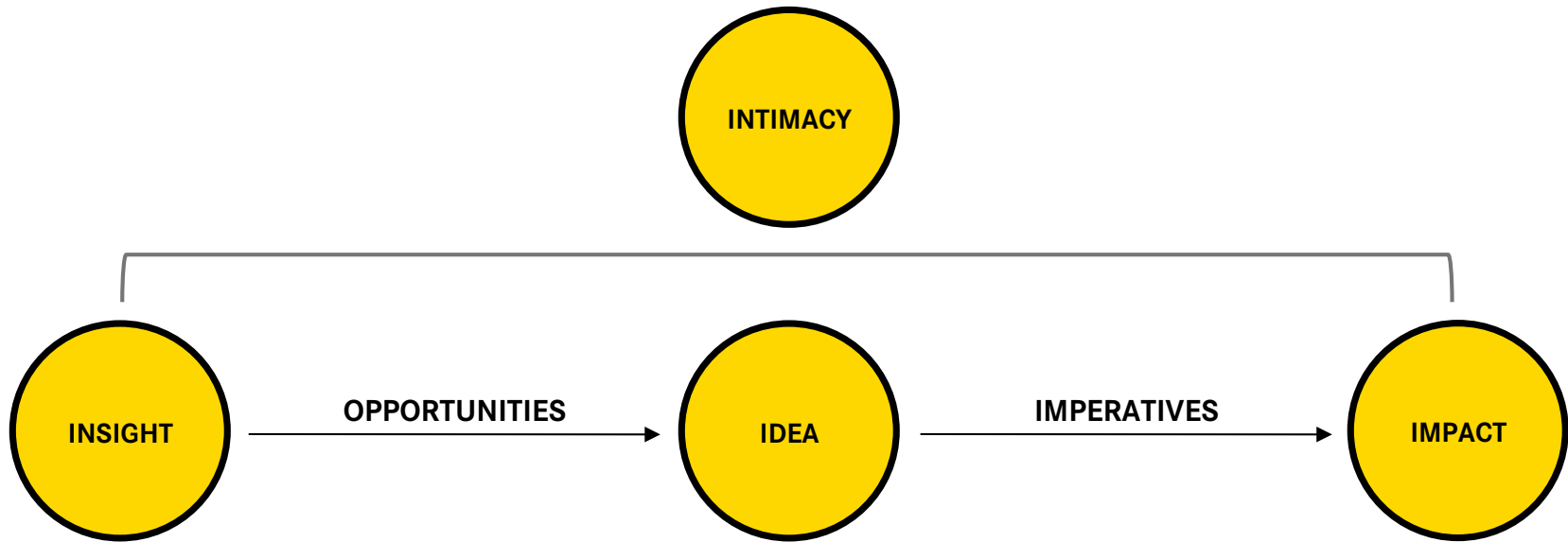
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Landor

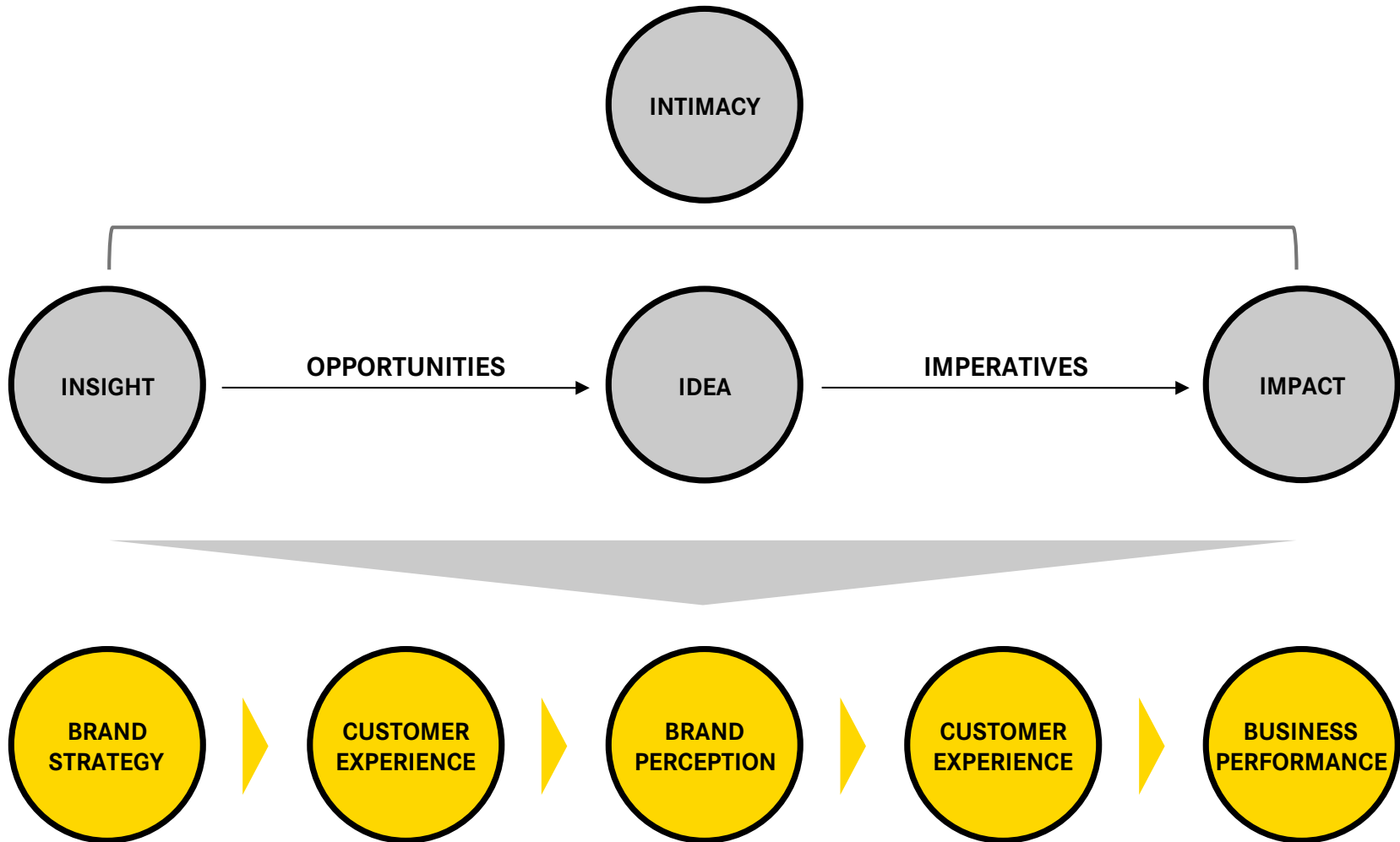
WE BELIEVE BRAND CONSULTING IS A PEOPLE'S BUSINESS.



WE ARE TRANSFORMATION EXPERTS AND CHANGE AGENTS ...



... FOCUSING ON THE IMPACT WE MAKE ON YOUR BUSINESS PERFORMANCE.



WE HAVE PROVED IT FOR SOME 50 OF THE TOP 100 MOST VALUABLE BRANDS.



WE ARE ONE OF THE MOST RECOGNISED BRAND CONSULTANCIES IN THE WORLD.

Award Recognition



Design Agency of the Year
Three years



Cannes Design Lions 2011
Design



Transform Award 2011
Best Brand Architecture Solution



WPPed Cream Awards 2011
Design & Branding/Hospitality
Design & Branding/Identity &
Branding Large



EFFIE Awards 2011
Products and Services



Fresh Awards 2011
Design/Applied Graphics



D&A
Design/Logos



Addy Awards
Eukanuba Pure: Silver
Global Handwashing Day: Silver

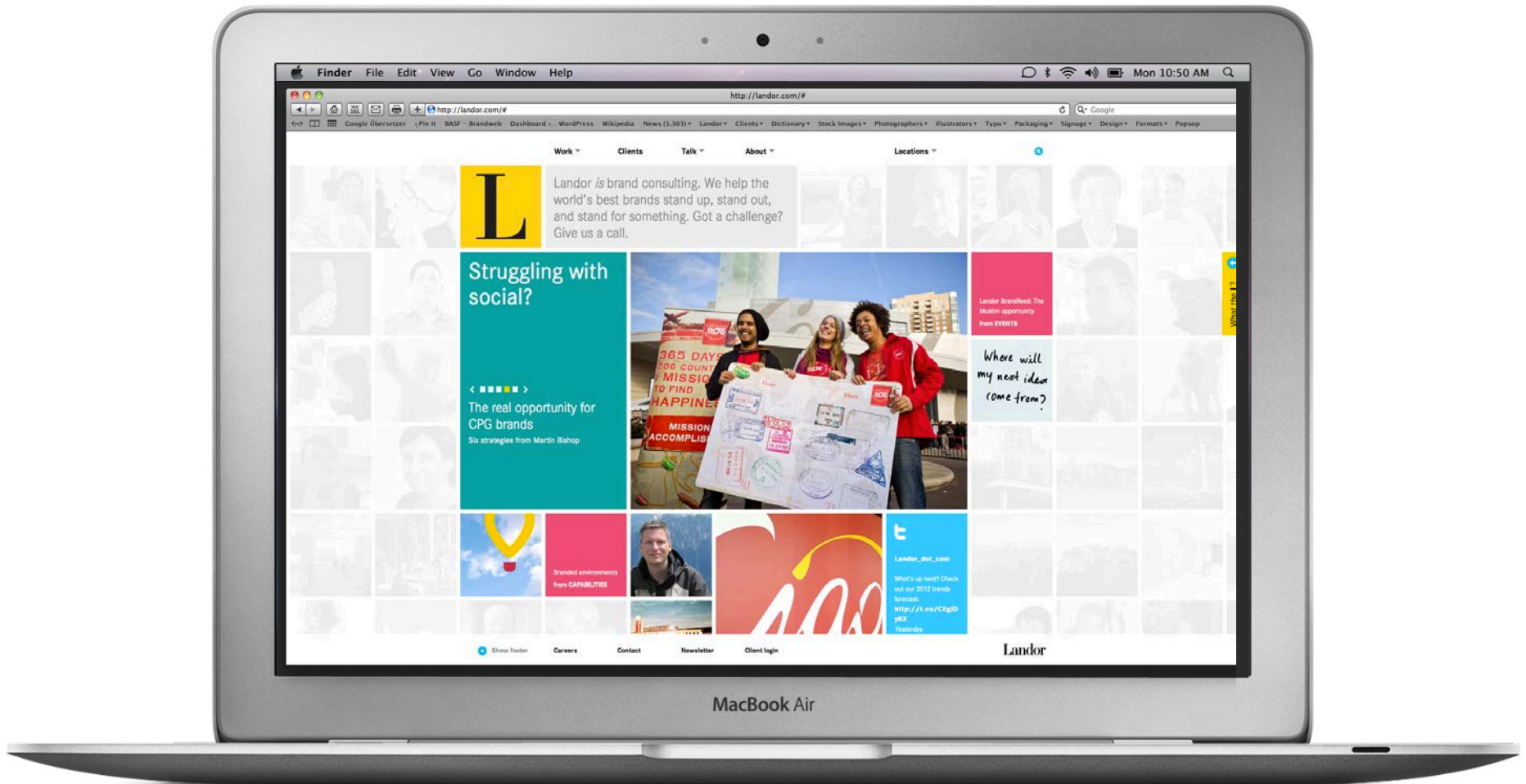
Reputation



Thought Leadership

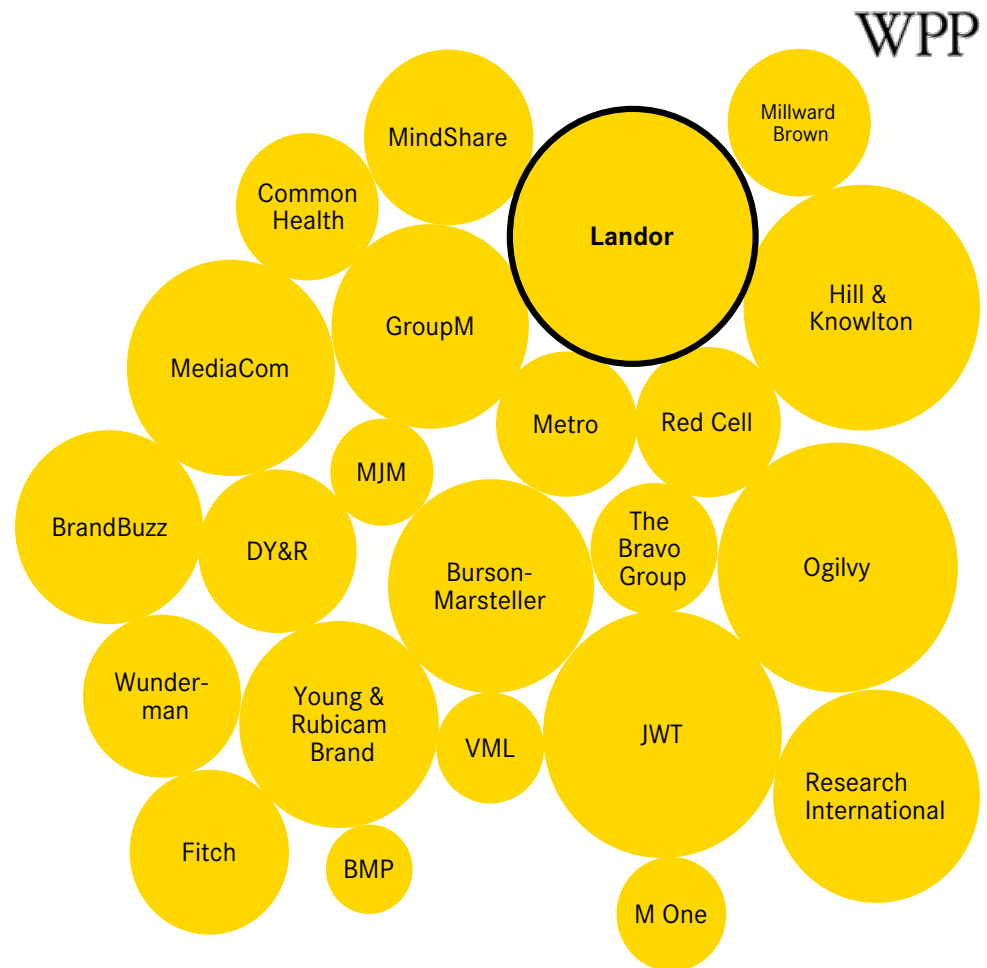


WE BELIEVE IN SHARING OUR KNOWLEDGE. INSIDE AND OUTSIDE.



WE'VE GOT MUSCLES. WE LEVERAGE THE STRENGTH OF THE WPP GROUP.

Advertising
Media investment management
Information, insight, and consultancy
Public relations and public affairs
Healthcare communications
Direct and relationship marketing
Specialist communications
Branding and Identity



**LET'S MAKE A REAL DIFFERENCE.
THANK YOU.**

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