

What

Stand up Pouch (Doypack)

Brand Name

Sense

Derivative Name

Pods (Dishwasher Pods)

Summary

We require a pack design for a new dishwasher pod brand. It aims at competing with the top tier global brands, and hence needs to have 'big brand feel'. The product is of high quality, slightly lower priced and hence makes "Sense" for the consumer to purchase.

The design should be clean, sophisticated, modern, and appeal to the upper end consumer.

What's important, is that the consumer is habitually buying the known-brand, and hence we need to quickly and visually establish what the product is (dishwashing tablet). Hence we can borrow equity from category cues (see design brief)

Brief

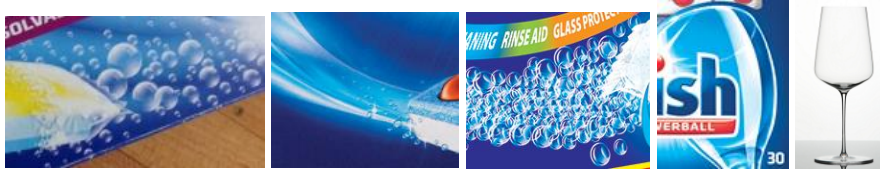
- Message hierarchy:
 - (1) **Dishwashing** Pods (biggest or boldest)
 - (2) Brand name (second priority). The brand name is the logo. No need for a name and a logo.



- Immediately show that the product is a dishwashing **pod/tablet** (so show the 'pod' **prominently**). The pod has a "ball" (which we may call an "orb", "pellet" or "bullet"). No need for text, make the visual say it.



- Convey that it is a **cleaning agent** (e.g. picture of clean glassware), or show foam, and/or show a sparkle and/show a clean glass. Don't make it too busy; pick the best way to convey this angle. This can be coupled with the pod visual



- Have an area where we can **put a claim**, for instance “Superior cleaning” or “Powerful clean”. Create a space for this.



- Clearly mark that there are “54” tablets in the pack, i.e. **pack sizing**

Theme

- Needs to look **professional**, like a reputable, big, established, respectable global brand. It must look trustworthy.
- Look **clean and simple**. All other designs that are in market are too busy. Too many colours, swirls, bubbles, tags, text. Consumers should look at it for 3 seconds and grasp everything.
- Look **fresh** (think zest, lemon). This can be achieved through colours or cues (like visuals).



- The pod or tablet needs to look technologically advanced. We can use a **scientific** cue for example below, but open to any other ideas (e.g. maybe it's shading, lines, general design of the pack)



- Should **stand-out** on the shelf against competitors (see competitor reference)
- There should be an information area where there is an icon and then text. The information contained in this area should be: (1) suitable for dishwashing machines (2) environmentally friendly (3) we support water.org charity. This can be small (and on the back)

Deliverable

- 3D mock-up
- JPEGs
- Open files