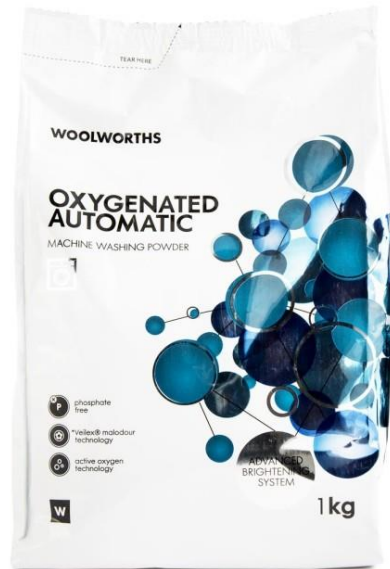


Elements we like



- Like: Looks premium, looks scientifically superior, simple, limited colours, product benefits are clear
- Don't like: The headline text "oxygenated automatic" isn't clear about what the product is (washing powder).



- Like: Clean design, limited but stand-out bold colour.



- Like: It is subtle, but gives the sense of technological, laboratory, scientific excellence.



- We are currently testing various tablets, however you may use a design similar to this as the placeholder. Those that have already submitted designs, please do not worry about replacing with this design.



- Like: colour blocking, inverse colours, clean yet lots of information should it be required



- Like: simplicity, clean lines, yet has that imperfection of nature (splash), also has a chemical/scientific element. Also like the “smooth” font with the “smoothie” product.
- Also Like: It’s beautiful. People like beautiful things. We can make Dishwasher Pods beautiful?