

**GREEN BEAUTY FOR ALL OF US**  
**PR PACKAGING**

moodboards & concepts

*february 17<sup>th</sup> 2023*

# CRUELTY FREE AND ECO-FRIENDLY

To increase brand trust and transparency, we have to consider the PR package is the first glimpse at the campaign the client will have. It is important to present an object that won't go against the brand's message.

Plastic use must be as limited as possible, like in the PR packaging we proposed for Garnier Ultra-doux, printed on **corn starch paper**, with as little ink as possible (we could use **embossing** to **reduce ink usage**).

**KW.** minimalism, eco-friendly, easy central opening.

## COLOR AND MATERIAL RANGE



# REUSE REDUCE RECYCLE

PR packagings are too often seen by the public as too exuberant, being too big to present one product, etc.

To make the packaging fit the **socially conscious** values Garnier is advertising, we should keep in mind that the campaign target is socially conscious and wants to **ally their love of cosmetics to their love of the planet, animals and the environment.**

To do so, the packaging should apply these three notions: **reuse, reduce, recycle.** All of the parts should be recyclable, we should be able to reduce at least one of the parts, and there shouldn't be any 'useless' or just decorative part.

**KW.** reusable, recyclable, adaptation, water based ink, seed paper, fabric, paper tape.

## COLOR AND MATERIAL RANGE



ブラックの他に、別売りのホワイト、グレーもあります。





# A CELEBRATION FOR ALL

To celebrate the obtention of the label, Garnier will send the PR package to '**activist influencers**' that will present the Leaping Bunny Programme and the operation 'you buy one we give 1€'.

It would make sense to create an **accessible packaging to all**; we could emboss the letters to make them readable by touch, we could also create a box that would be **openable with one hand** and with little force etc.

**KW.** accessibility, community, easy opening, embossing.

## COLOR AND MATERIAL RANGE



