



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

propositions

*march 1st 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



# PROPOSITION 1-A

To explore this axis, we tried two different boxes. This one is a **monochromatic box**, made with potato starch on the outside and recycled paper on the inside. The outside is embossed and open with a 'Japanese lock' mechanism in the same monochromatic green.

Inside, we recommend a **peach colored recycled paper**, or a recycled paper printed with the 'peach' tone in the campaign to match. We would like to decline the visuals to match the format and present the product with a tagline **'approved by... you'**.



## PACK STRUCTURE

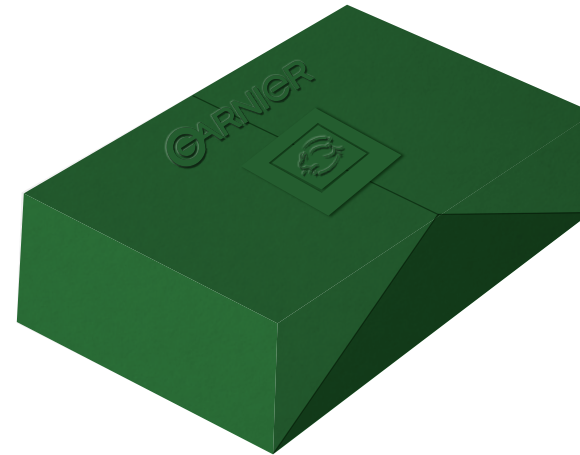
(BASE : 438,72 MM \* 359,64 MM \* 110MM)



# PROPOSITION 1-B

For this version, we put the accent on the brand and partnered label with a sizeable Garnier Logo on the outside and a 'paper lock' system with the Leaping Bunny Programme's logo at the center to tease the occasion and give the opportunity to influencers to talk about it.

The inside is similar to the first version, with a striking peach tone and the campaign **framing the products** and putting them at the middle of the discussion.



## PACK STRUCTURE

(BASE : 438,72 MM \* 359,64 MM \* 110MM)



# 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.

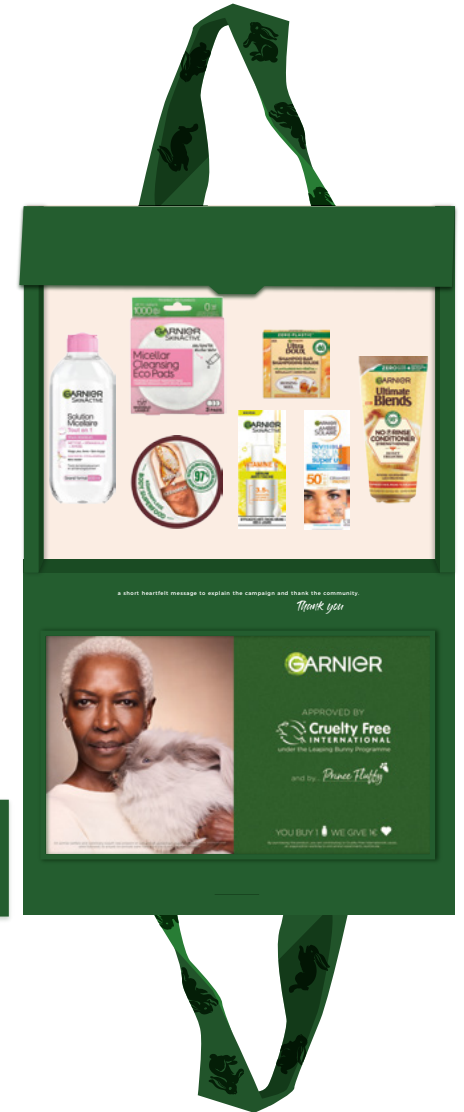
## COLOR AND MATERIAL RANGE



# PROPOSITION 2-A

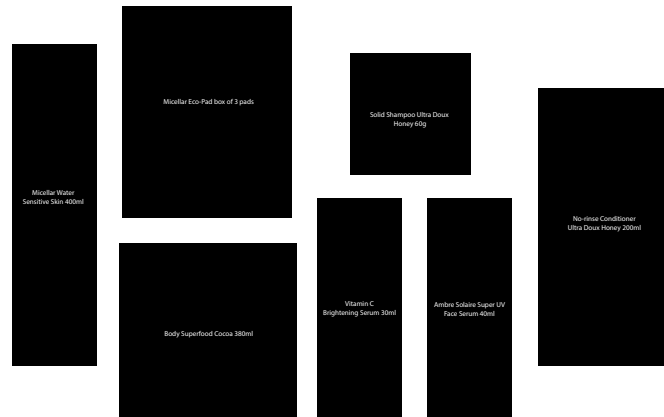
In this axis, we worked on two propositions. Since the box is going to be pretty sizeable, we decided to make it more easily moveable with a **bag design inspired by luxury brands** like Hermes, with a subtle printed ribbon to match. The outside is made of potato starch paper, and the logotype is printed in white as a signature.

The box opens and closes with a slit on top. It opens to show a peach colored paper and the products. The campaign is printed and 'framed' on the bottom moveable part. We would recommend writing a 'thank you' note for the community on top of it to personalize the box and **imply proximity between the brand and the influencer's community.**



## PACK STRUCTURE

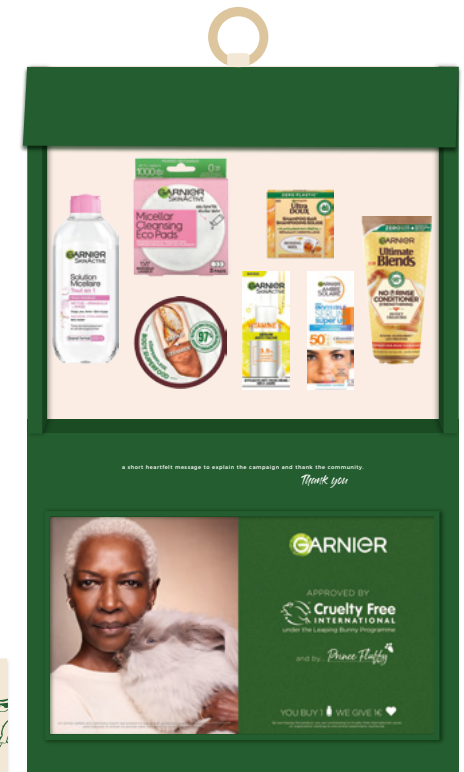
(BASE : 438,72 MM \* 359,64 MM \* 110MM)



# PROPOSITION 2-B

For this proposition, we wanted to create a more colorful packaging. To add contrast, we got inspired by the 'SERUMKIND' packaging on slide 5 and add a **bamboo ring to open and close the packaging**. To match its tone and add **dynamism** to the packaging, we chose to use a light peach ribbon with green leaping rabbits on it.

The inside is pretty similar to proposition 2-A, with a peach toned paper and white writing.



## PACK STRUCTURE

(BASE : 438,72 MM \* 359,64 MM \* 110MM)



