

*Teatime project*

*tea packaging*



# SHELVES

Guide by -: Prof Iko Avital, Holon Institute of Technology, Israel

- 
- **Market Strategy**
  - **Contextual study – *where are we going to sell***
  - **Existing trends of other brands**
  - **User Cognition for selecting a product**
  - **Existing form of packaging in *departmental stores***
  - **Sales pitch**
    - **Who will be the target user**
    - **What should be the cost**
    - **What promise my product should do**

Big Bazaar

Vishal Mega Mart

Eastrends Mall

Local Shops



# Case Study



Our Market Strategy



What should I  
& what not

Uniqueness and Transparency is must...



Provide user with some extra benefits...



Larger the Quantity --- Bigger the Visibility





Consumer  
makes 80%  
of his  
decision on  
spot

Let consumer decide on the spot --- on it's first look

Free glass with this  
Pack

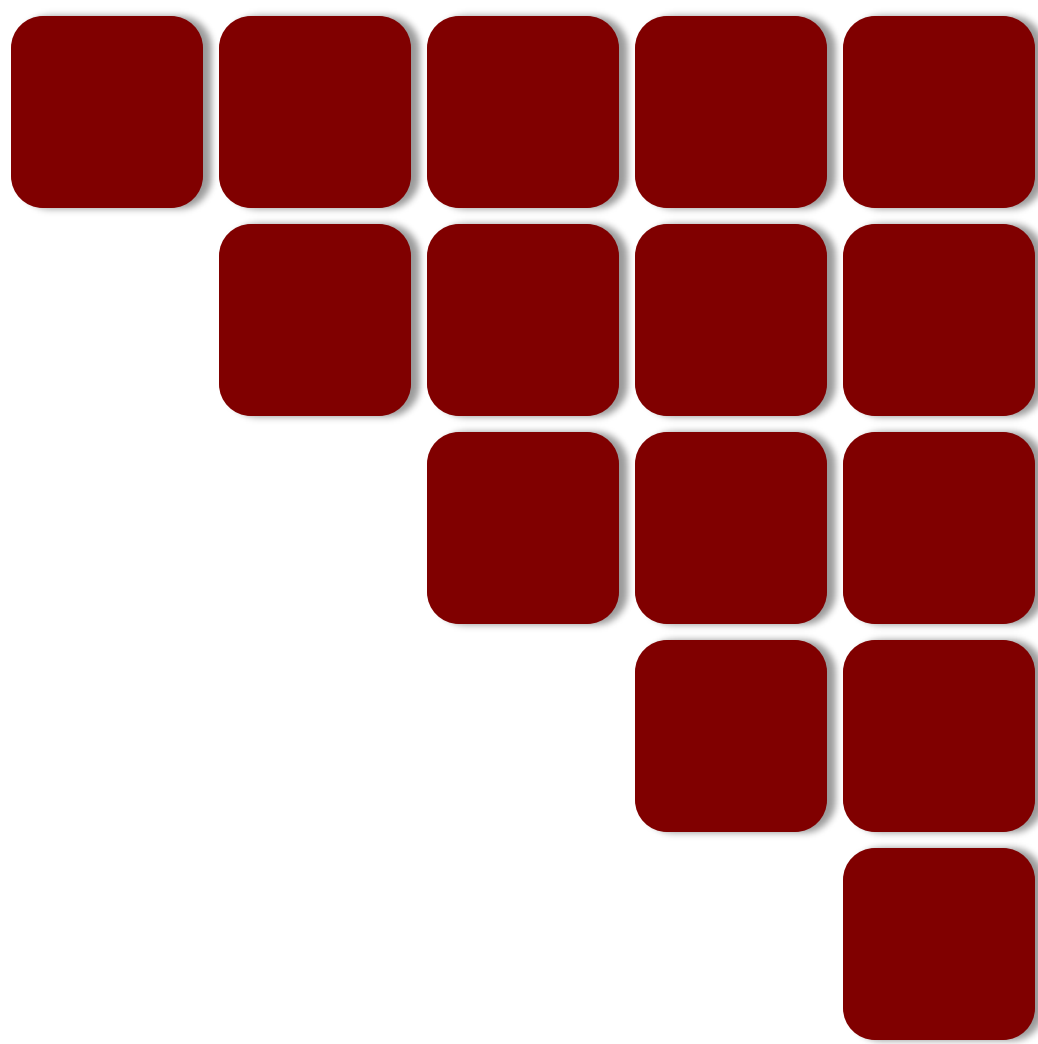
Product has to communicate immediately



More Option ---- More User

Conceptualization



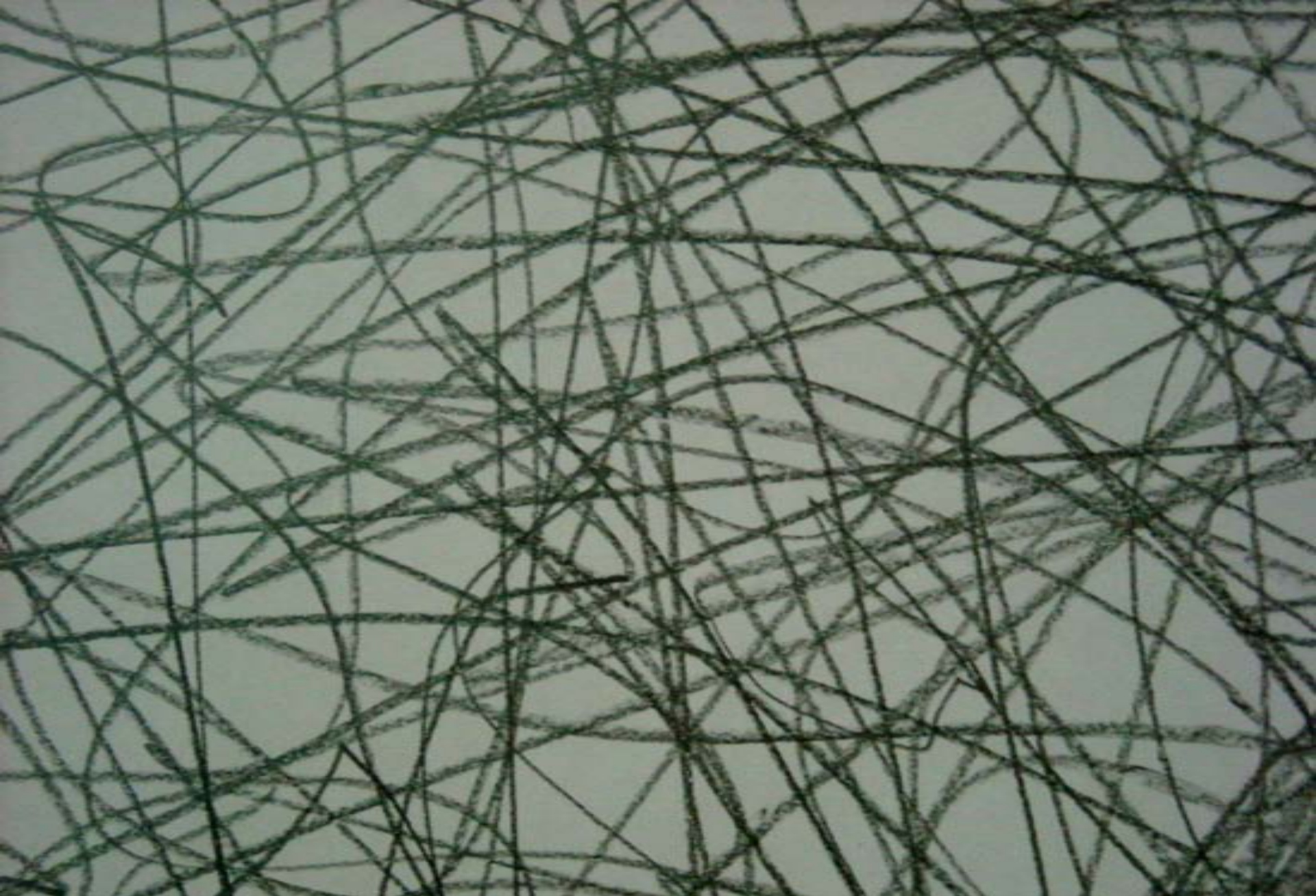


- **Ideation with doodling**
- **Form Exploration**
- **Branding**
- **Campaigning**

**Conceptualization**



Doodling



To release your mind from pre defined images...



Identify the plane





Novice painting in a novice studio



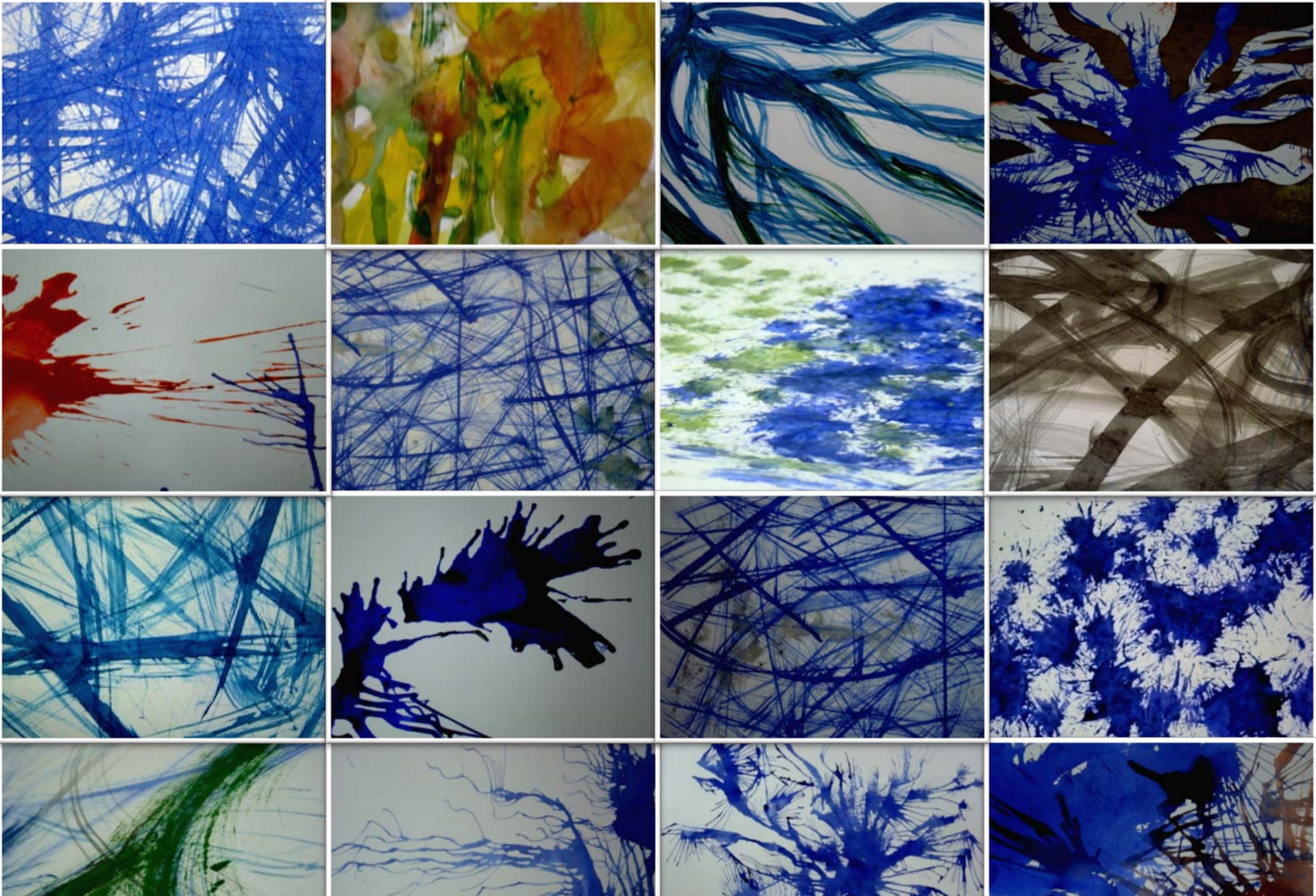
Dancing with music & brush



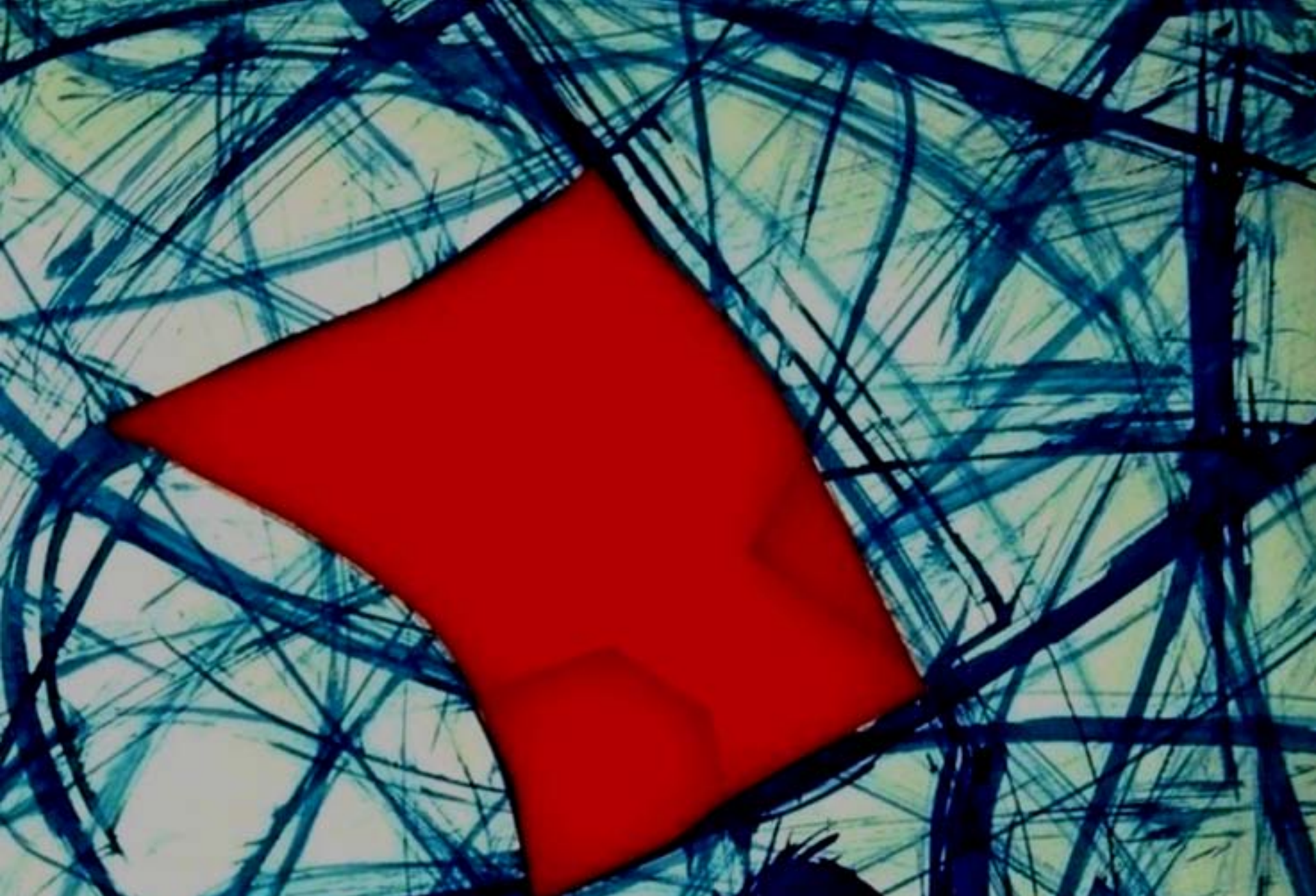
Pattern recognition to explore form



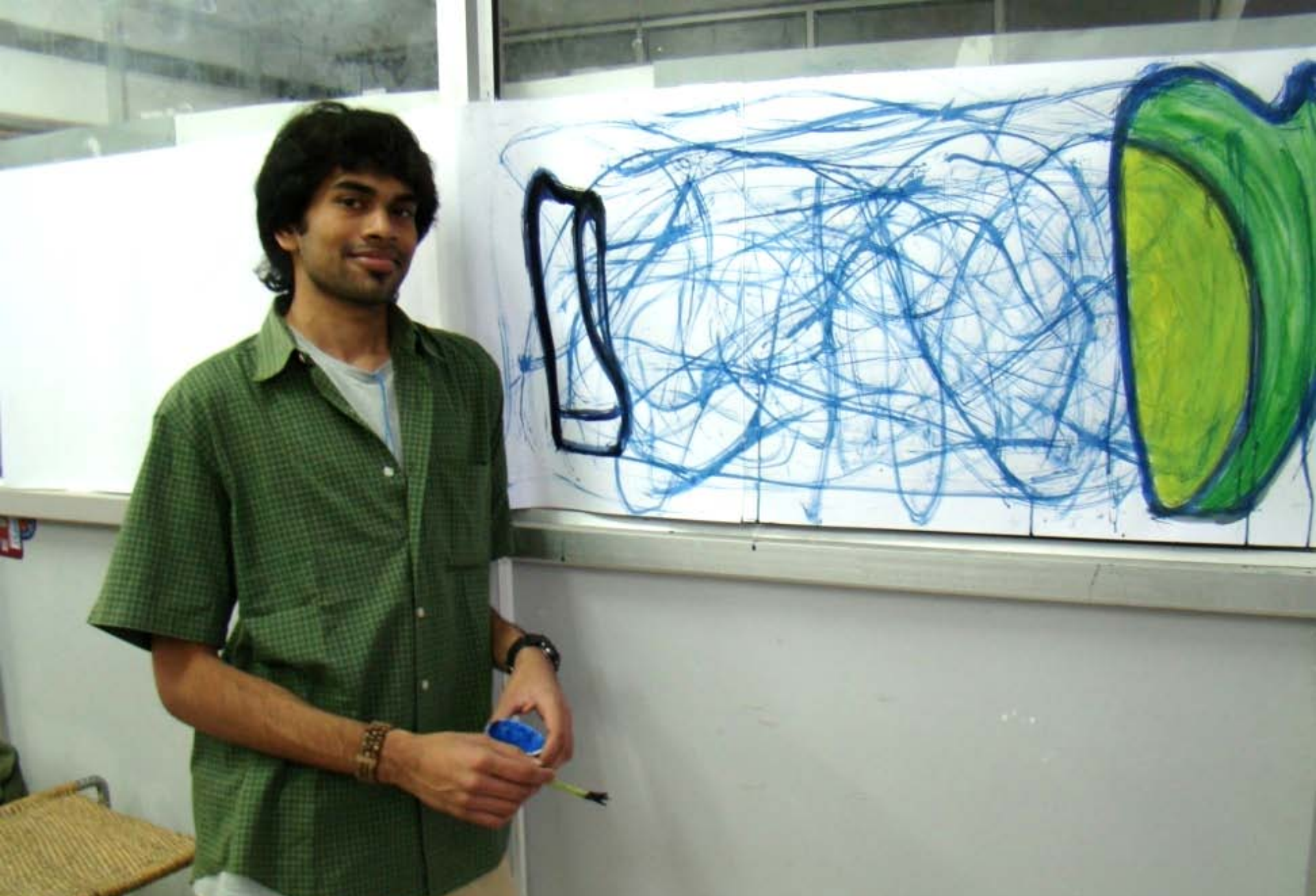
Semantic approach to explore form



Other exploration



Abstract form on abstract grid

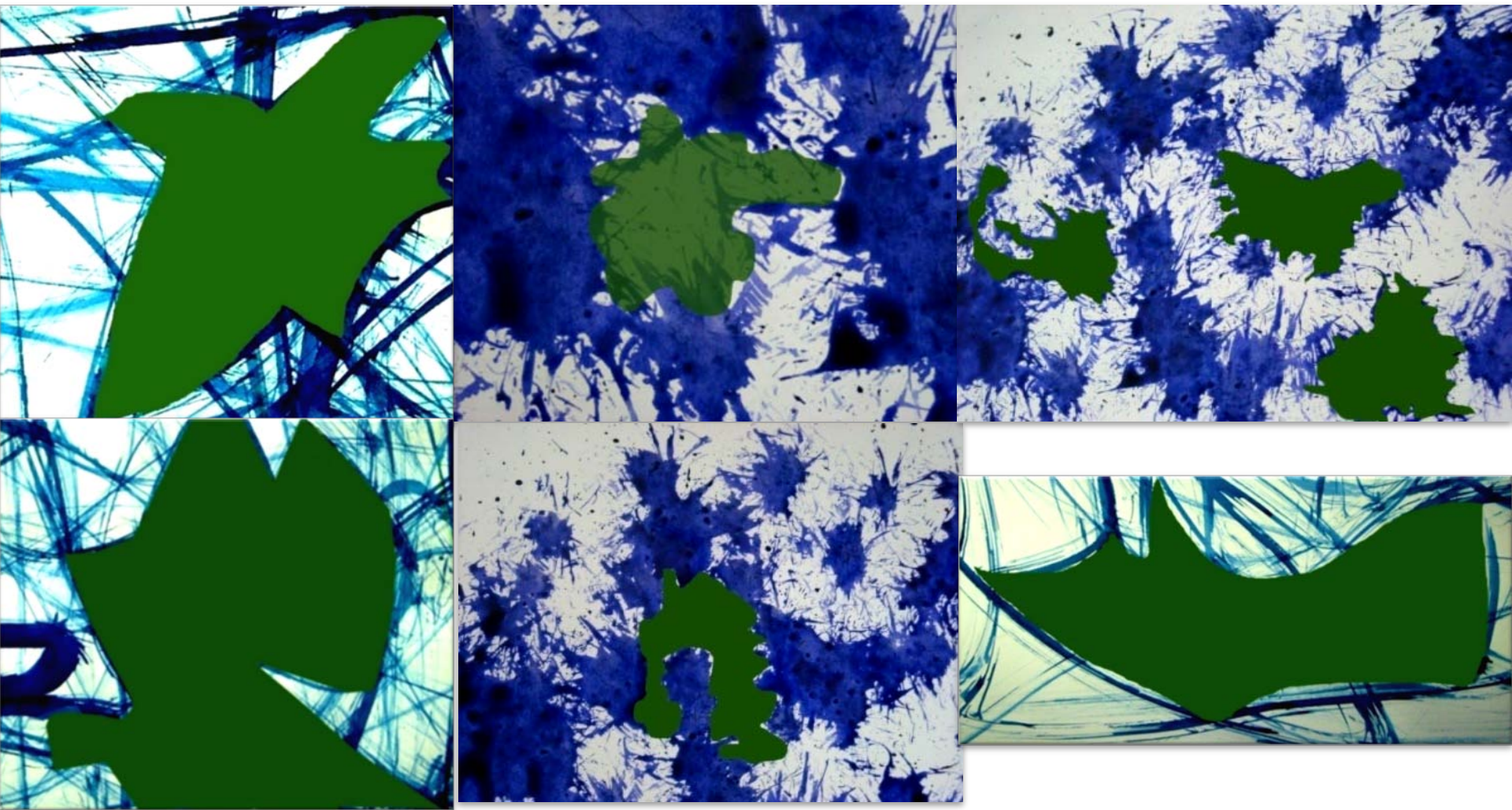


Trying to pack tea in this abstract form

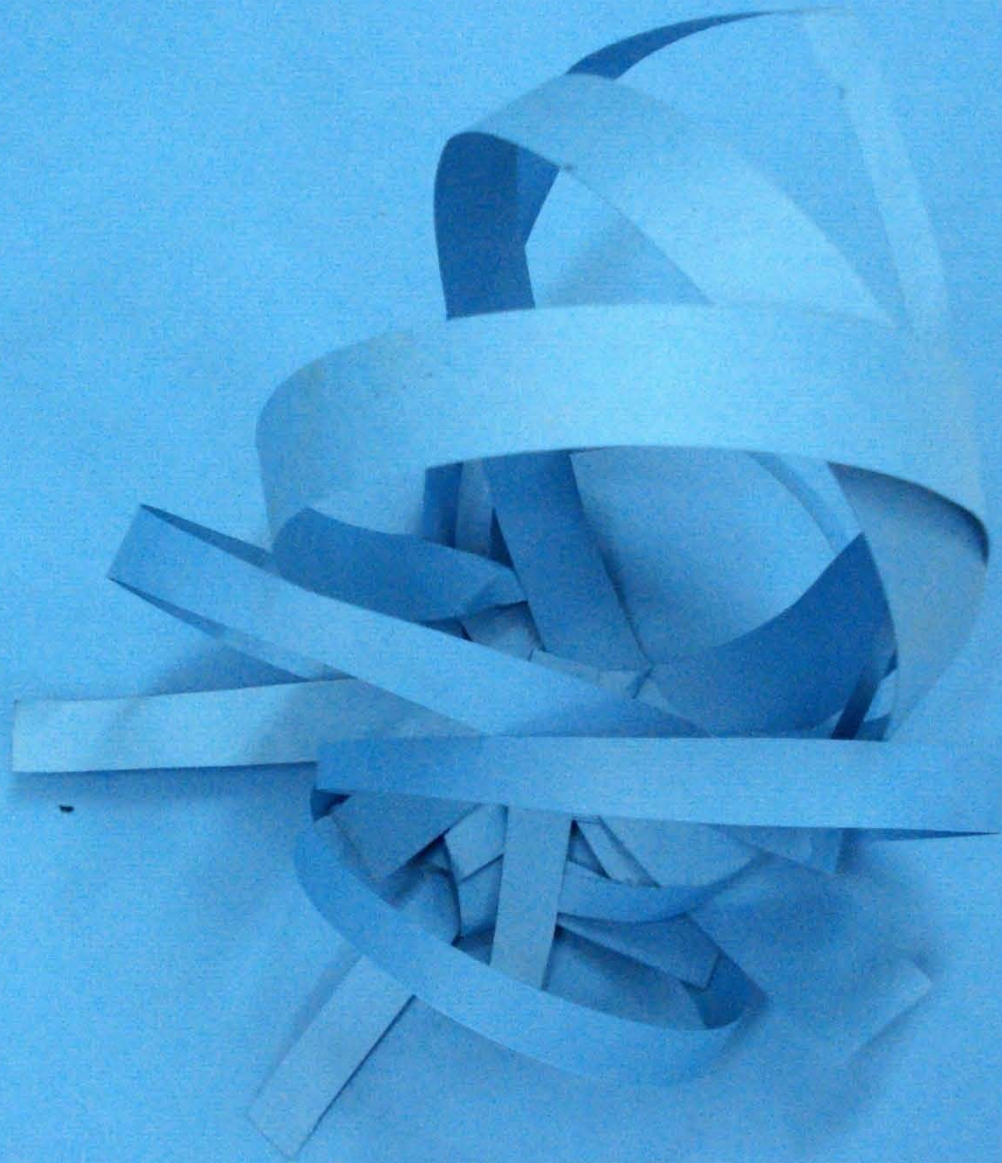


Tea packaging





Others



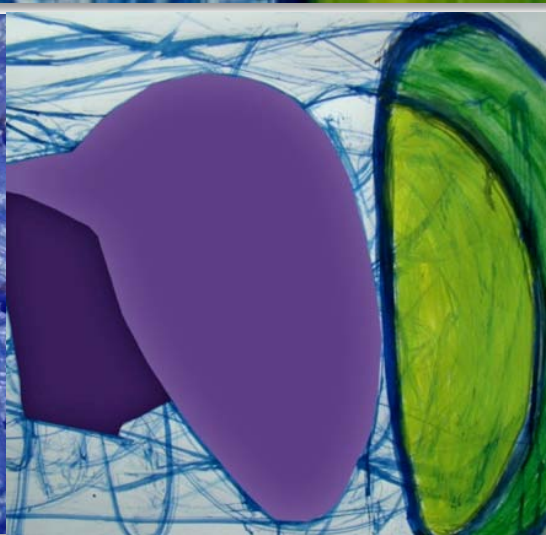
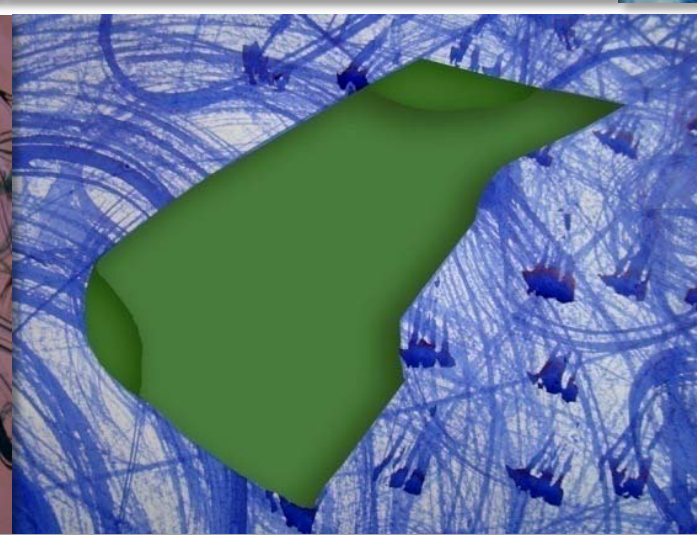
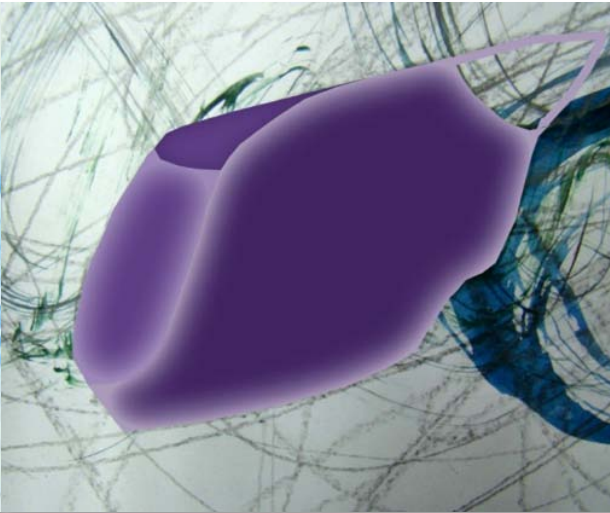
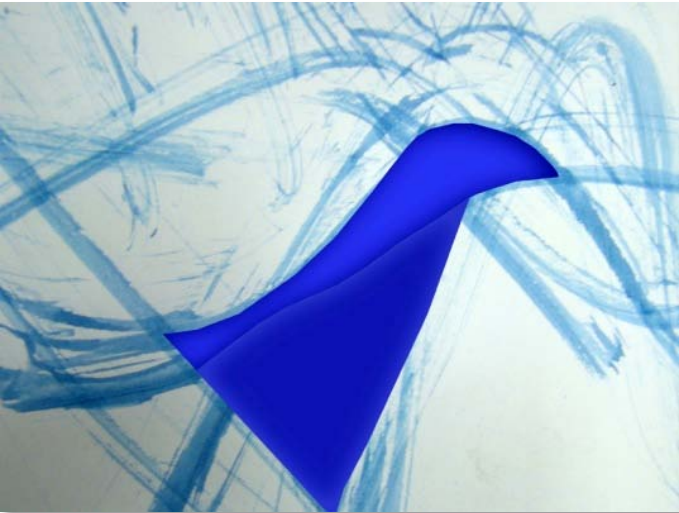
Form Exploration



Abstract grid ... Abstract form



Form visualization



Form Visualization



Tea packaging in leaf form



Flow of texture and form together



Others

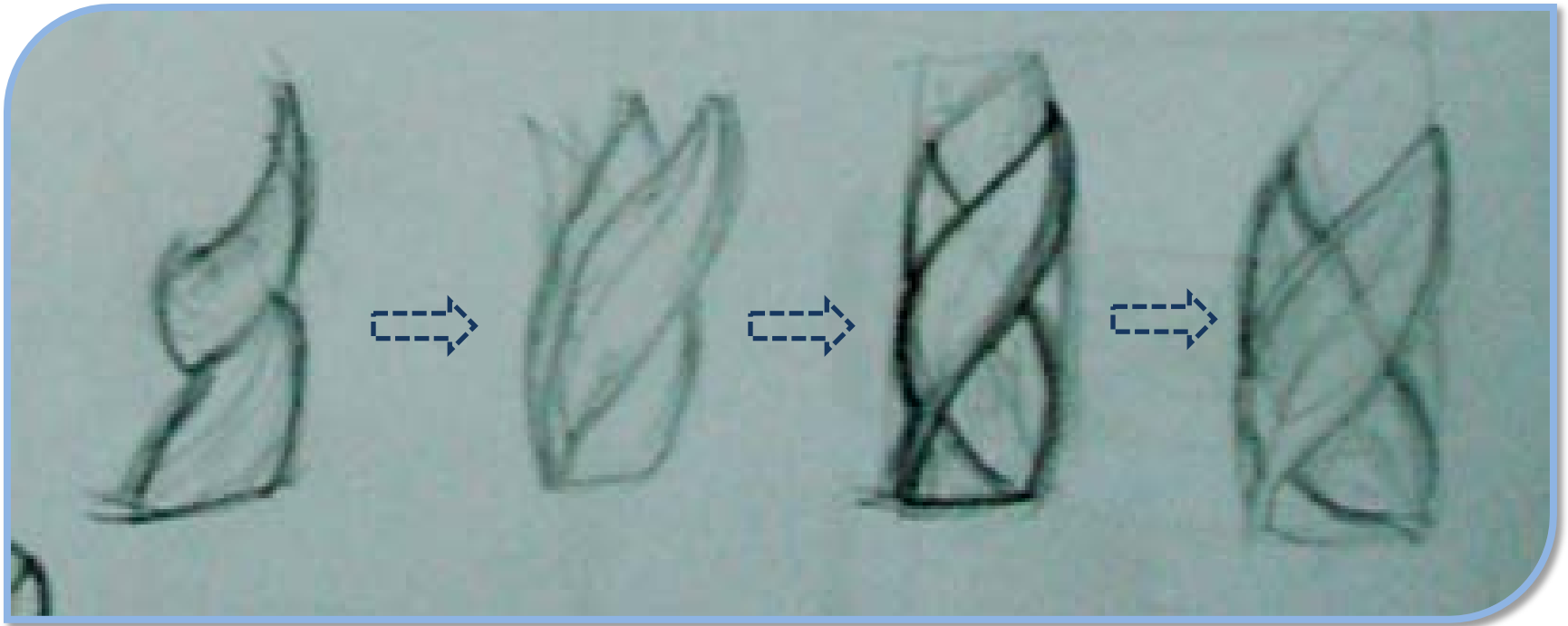




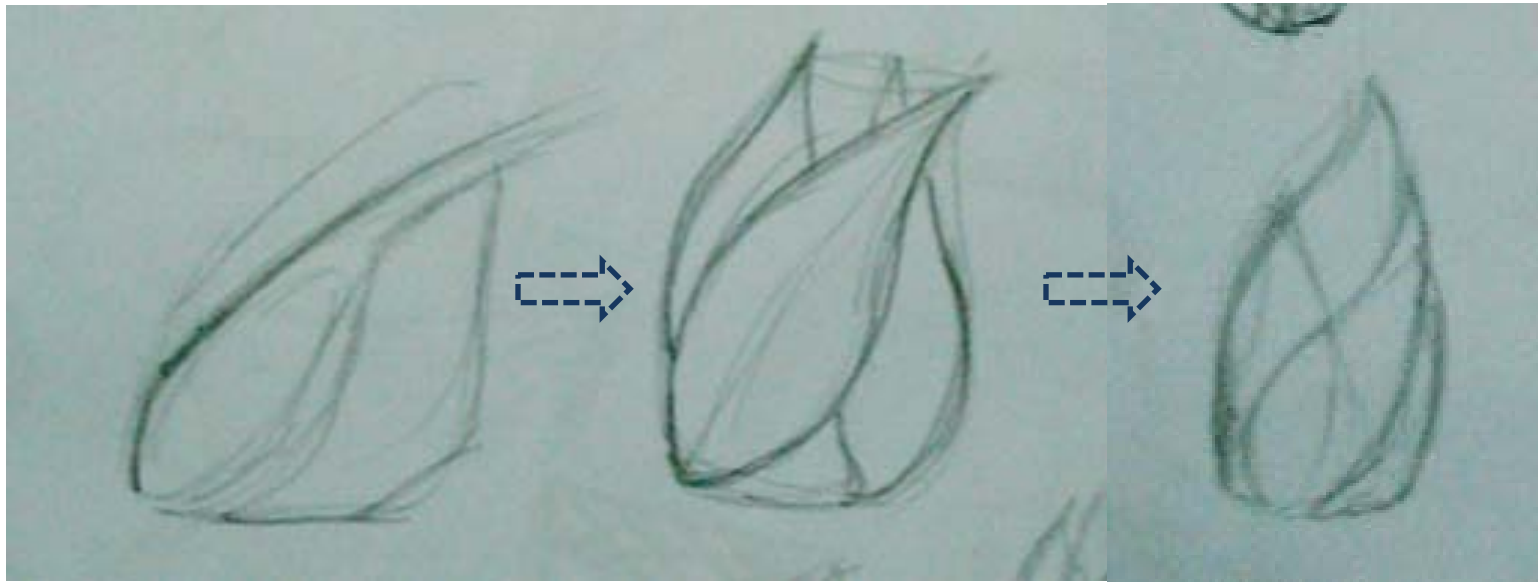
Packaging



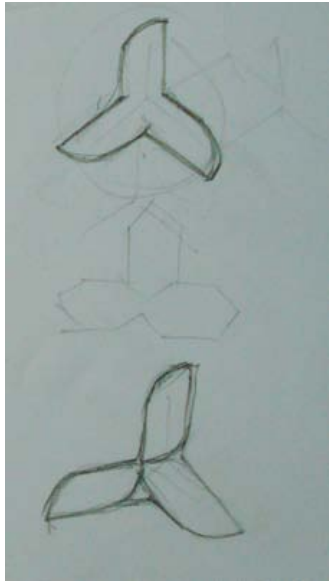
Transformation – option 1



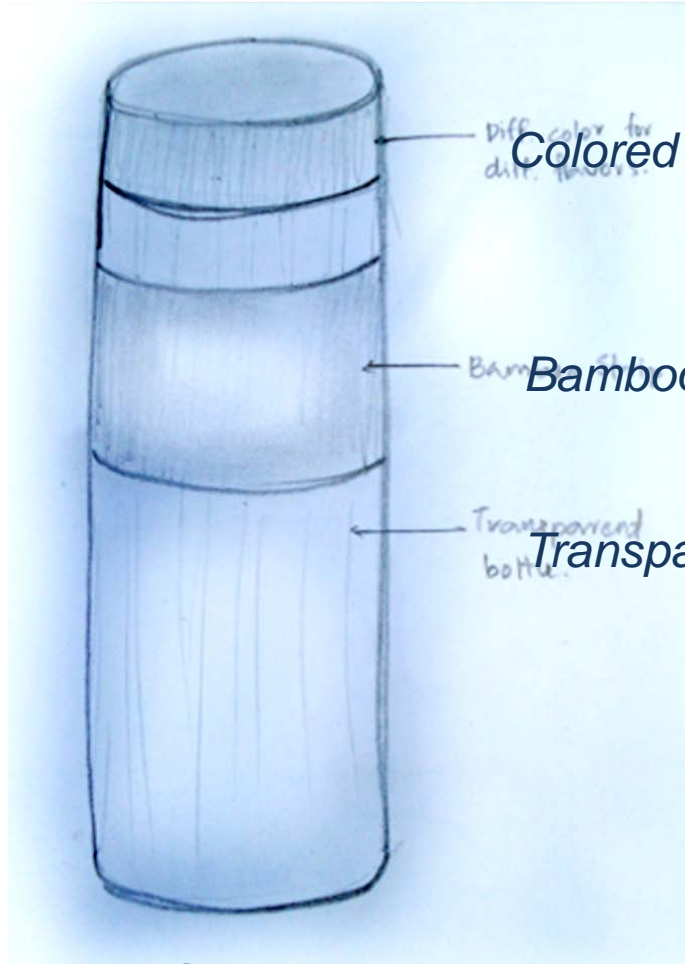
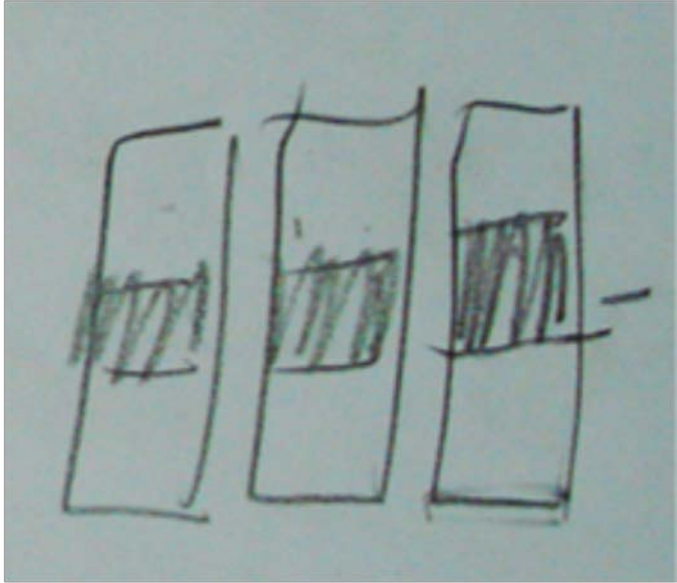
Transformation – option 2



Transformation – option 3



Transformation – option 4



Min Surface Area



Brand design



Brain Storming



Brands Height Women Price Music **Color** Trends Tea Corner Readymade Girls Bird

Watching Grey **Shelves** Eyes Trolley Age Sex **Form** Flavors Smell Aroma

**Containers** Bill Counters Sales person Interior Lighting Advertisement Banners

Celebrity Discounts **Free** New Offer Announcement **Heap** Home Sweet Home Husband

**Packaging's** Wife Dating Children **Visual Celebration** Time Pass Magic's

Design **Material** Green Leaf Discussion Iko Avital **Eco friendly**

Refreshment Window Shopping **Natural** Couples Indianness Desire Semantics

Family **Type face** Display **Style** Beauty Idea Team Fashion **Label** Festivals

Ambience Height **Simplicity** Use me Stair Elevator **Kitchen**

**Ergonomics** Parking **Interface** Illustrations **Preferences** News **Age**

of Beach **Costumes** Money

Design Brief

Brand Name

Awesome

Tag line

Teening up your Senses

Logo

Structurosa leaf font

Symbols

Tea Leaf

Promise

Show user the benefits

Theme

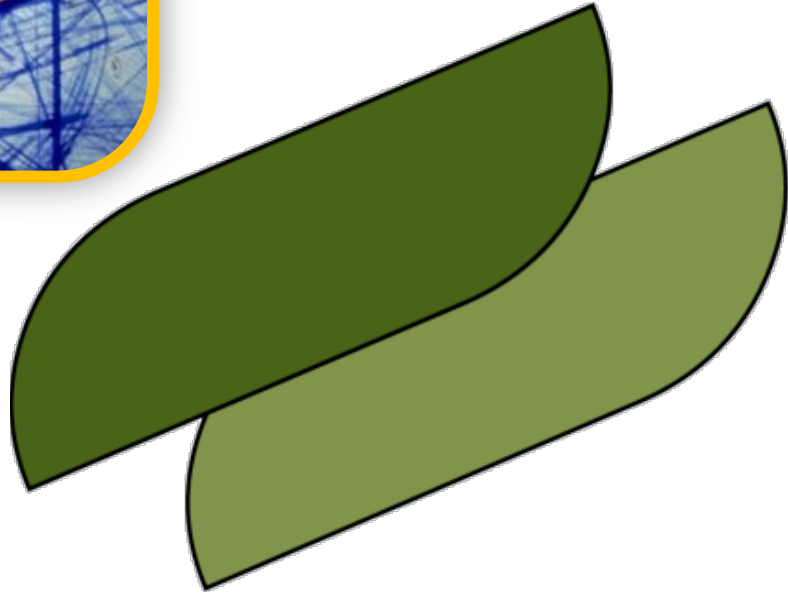
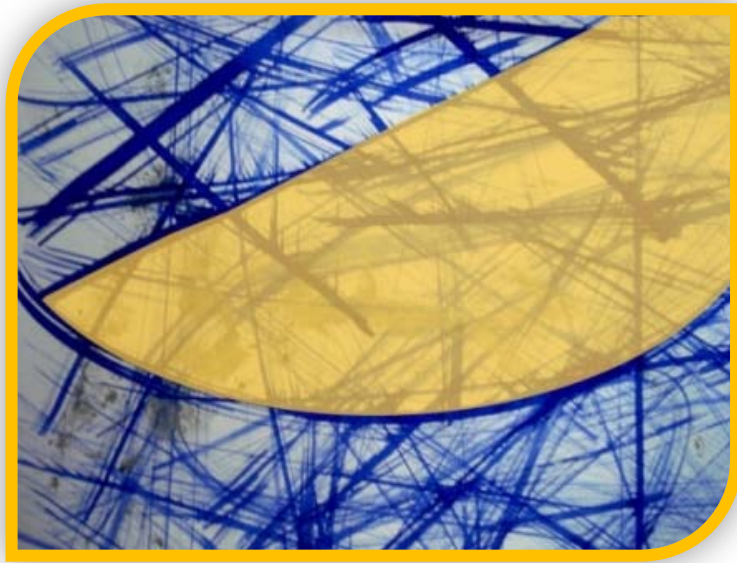
Colorless in between Colors

Story line

About Assam Tea

Decision Tree

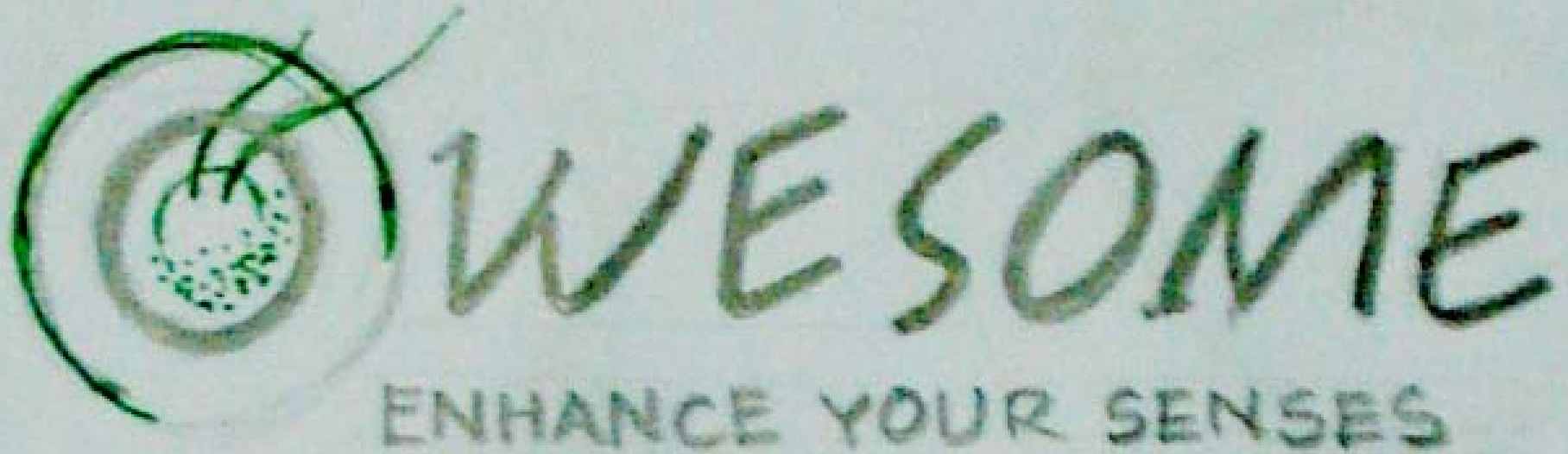




Logo design



*Assam*





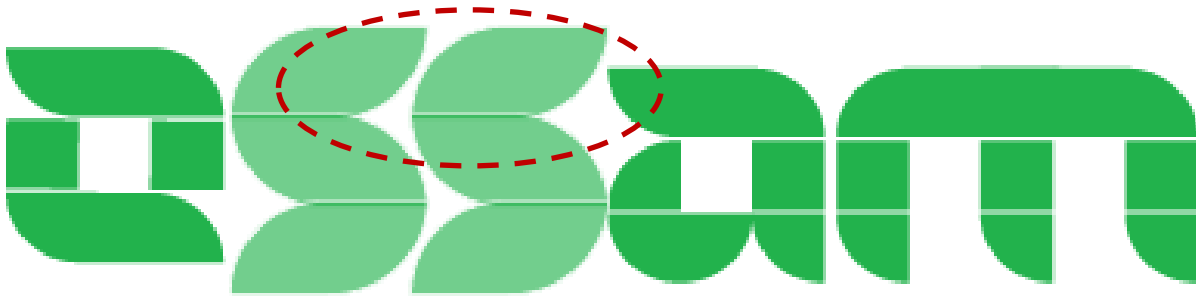
TEERING YOUR SENSES

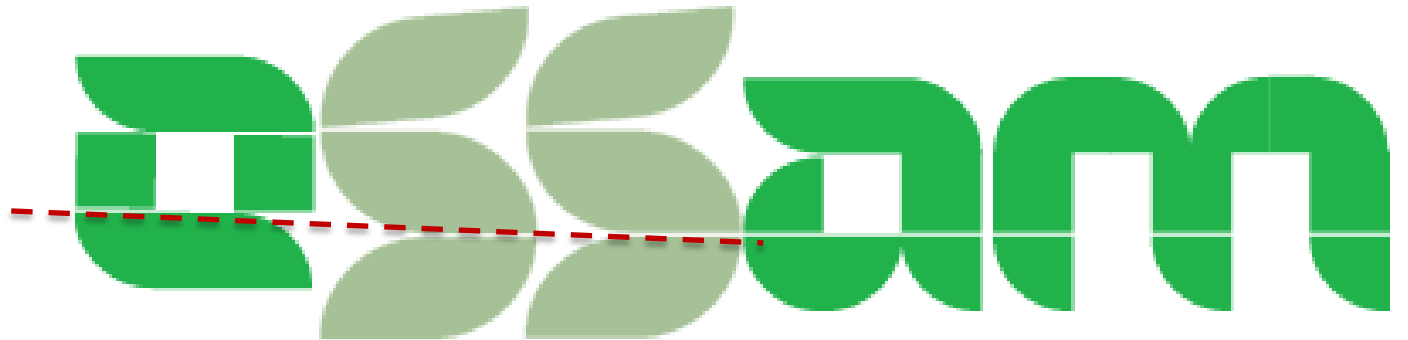
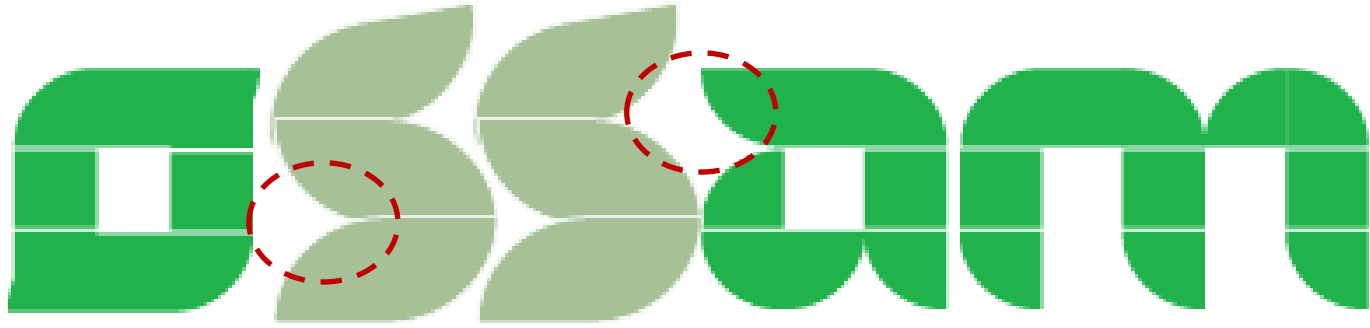
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osam

osam







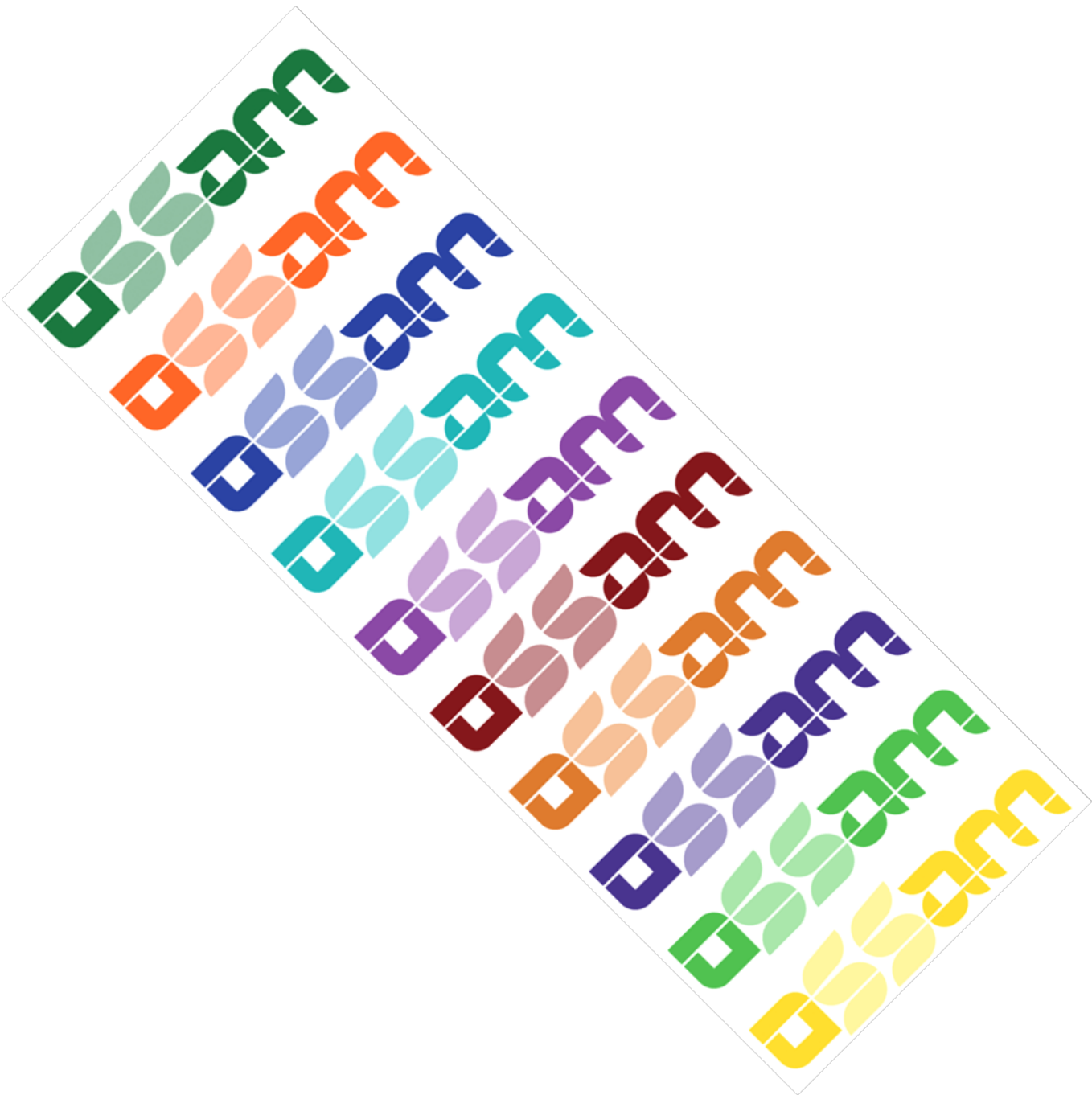
עסקאות

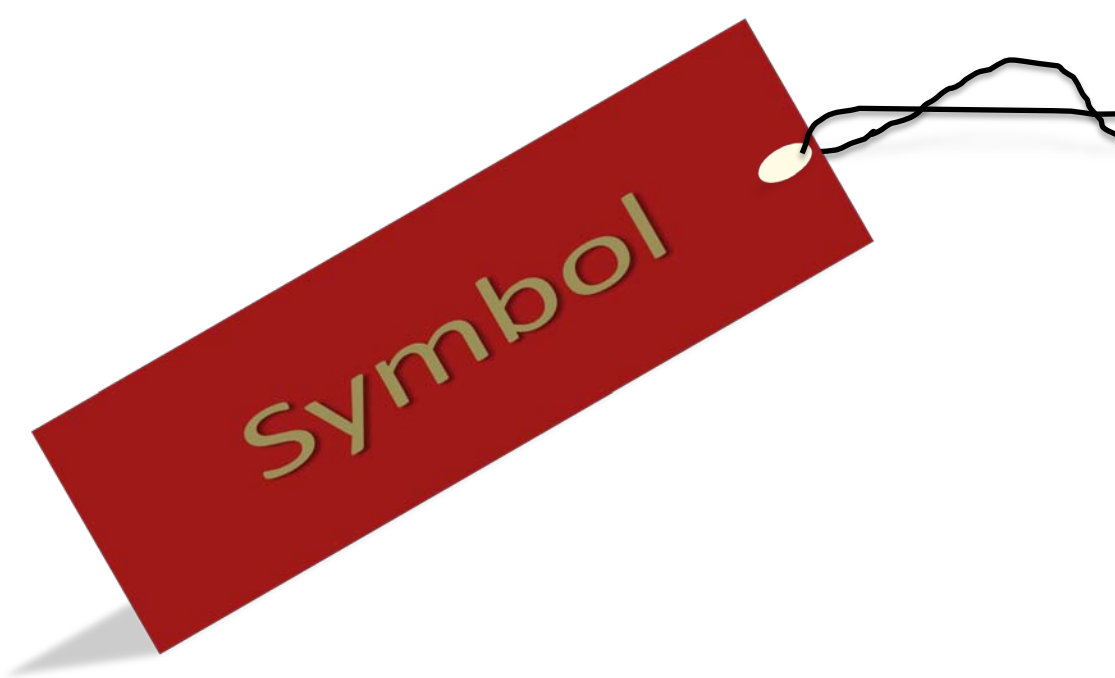
Final

התהוות

OSAMA

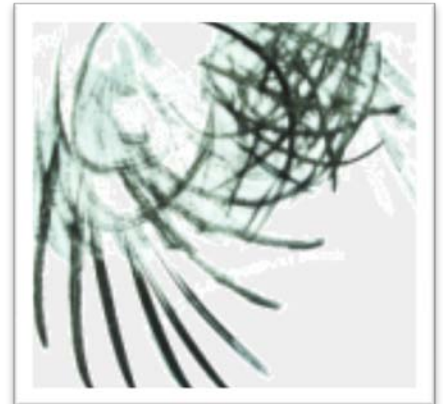






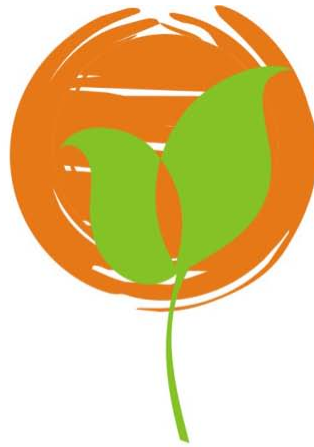
Symbol











**essam**

**Savoring the flavor in every sip**



asam



*Savoring the flavor in every sip*

**ASSAM**



Savoring the flavor in every sip

Q&A



Essam

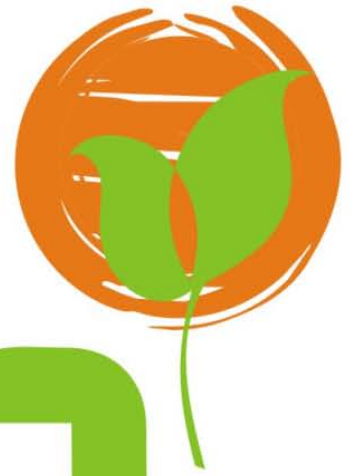




**Essam**

*Savoring the flavor in every sip*

*Savoring the flavor in every sip*



Essam

*Savoring the flavor in every sip*



Essam



Process &  
Exploration







7 states  
7 letters

AWESOME

Transparent  
Windows to  
view product  
temporarily

















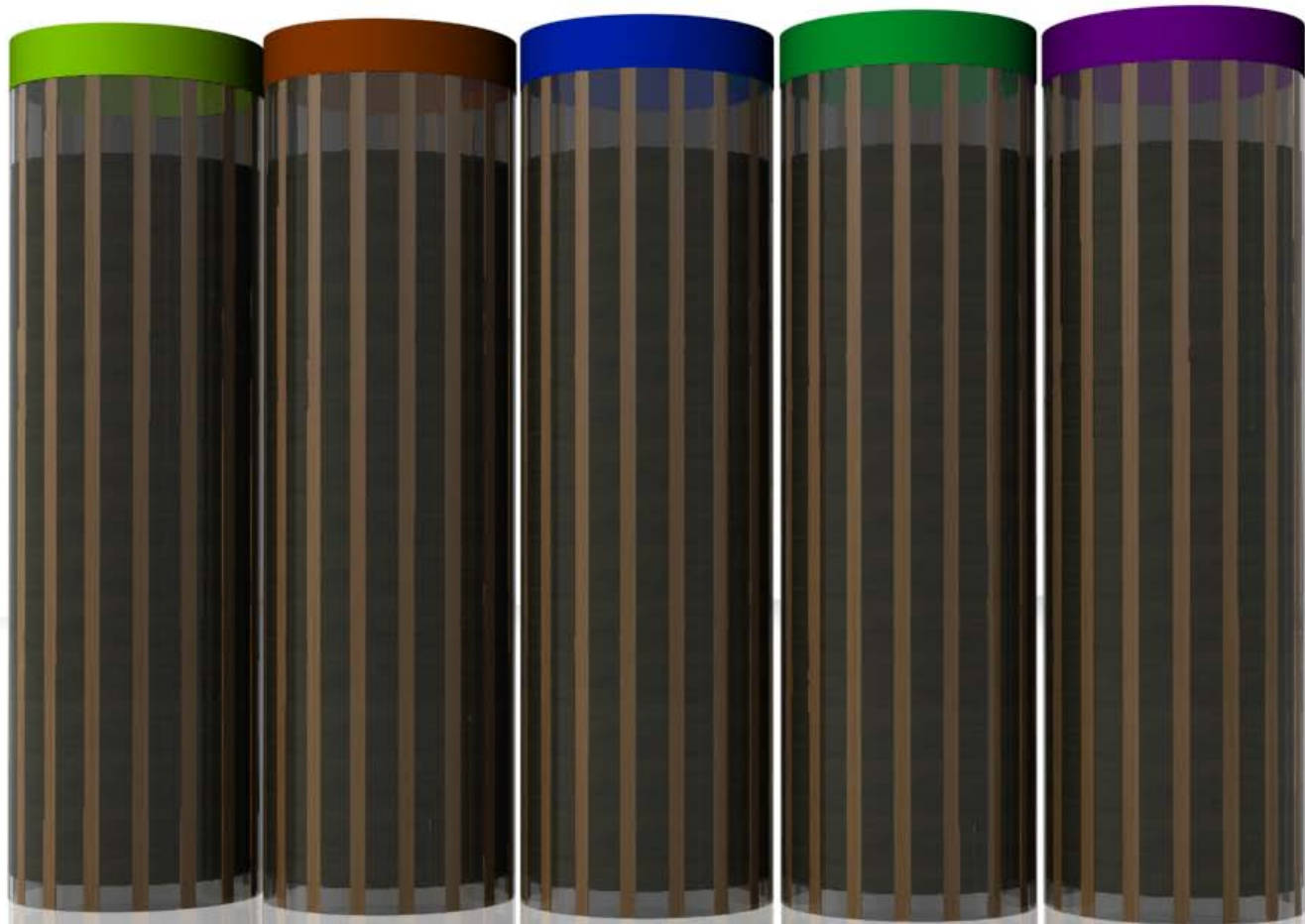
**Final Product**













GREEN TEA  
200gms

200gms  
GREEN TEA



GREEN TEA  
200gms

200gms  
GREEN TEA



GREEN TEA  
200gms

200gms  
GREEN TEA



GREEN TEA  
200gms

200gms  
GREEN TEA



GREEN TEA  
200gms

200gms  
GREEN TEA



O'Sam

GREEN TEA  
200 gms



O'SSANG

GREEN TEA  
200 gms



GREEN TEA  
200 gms

GREEN TEA  
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200 gms  
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200 gms  
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200 gms  
GREEN TEA

100 gms  
GREEN TEA

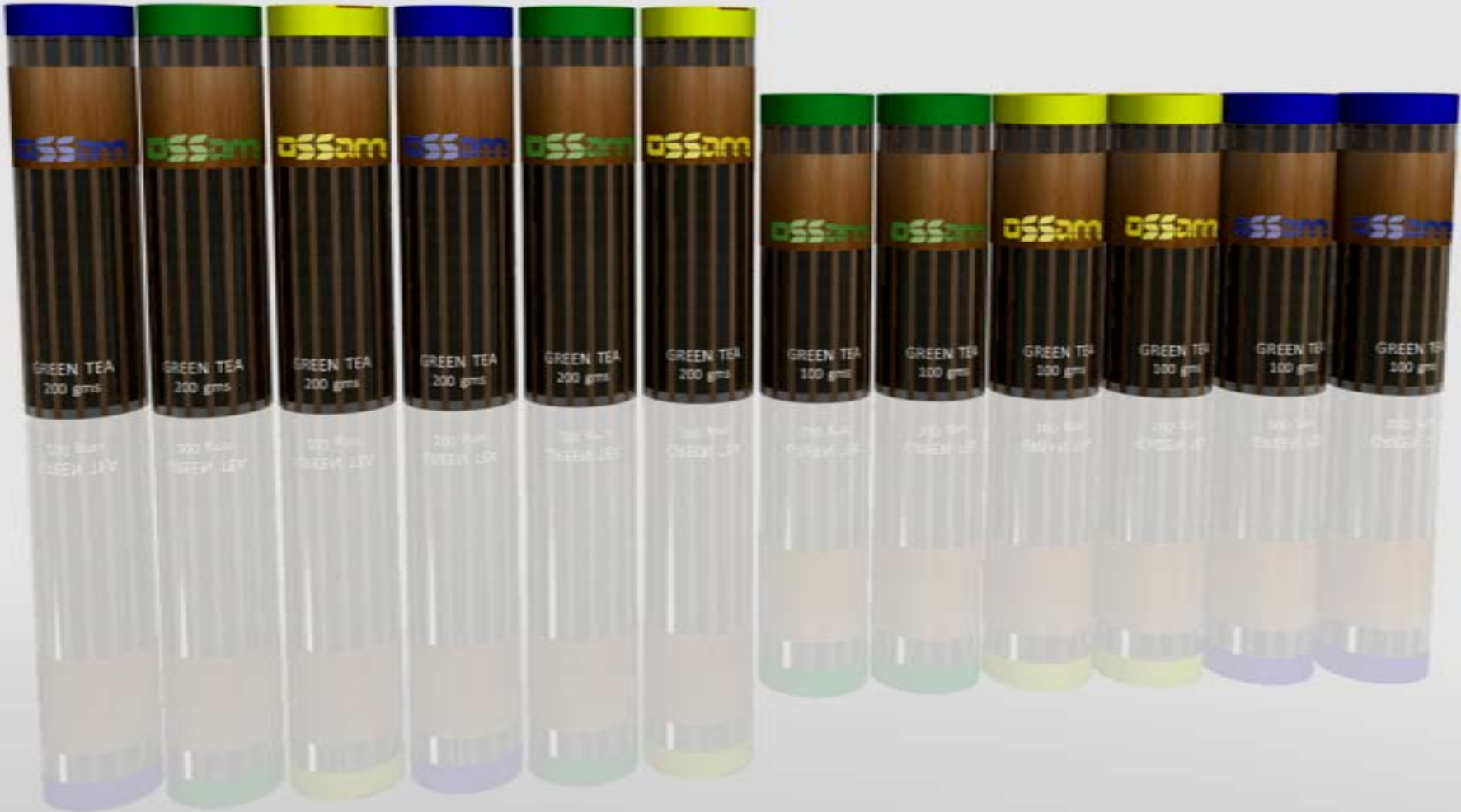
100 gms  
GREEN TEA

100 gms  
GREEN TEA

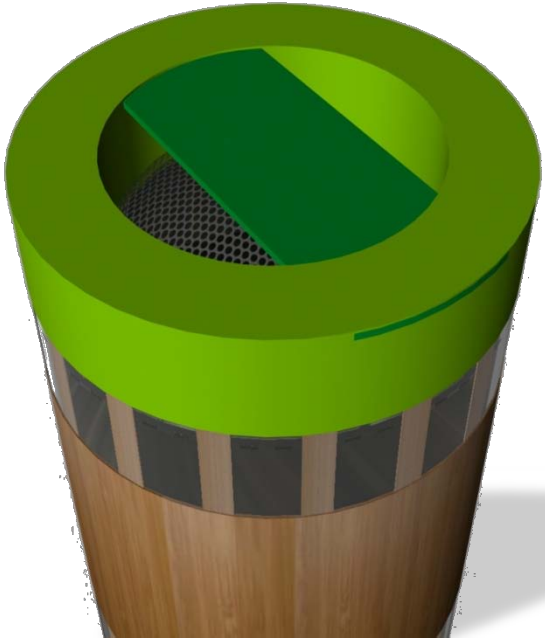
100 gms  
GREEN TEA

100 gms  
GREEN TEA

•See Bottle



• See Cap









View on shelves

**Ussam**

Savoring the flavor in every sip



**Ussam**

Savoring the flavor in every sip

Poster for Promotion

"From the far famed tea estates of assam, we bring you a whole new range of black teas, so pure and perfect that it is acknowledged around the world as the best breakfast tea!!!! The right balance of aroma and color adding to the richness in taste makes tea drinking a wonderful experience every single time.  
So indulge yourself and pamper your senses!!!! "



**assam**  
Savoring the flavor in every sip

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**assam**

Poster for Promotion



Savoring the flavor in every sip



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*So indulge yourself and pamper your senses!!!! "*

**ossam**

Poster for Promotion

Savoring the flavor in every sip

*"From the far famed tea estates of assam, we bring you a whole new range of black teas, so pure and perfect that it is acknowledged around the world as the best breakfast tea!!!! The right balance of aroma and color adding to the richness in taste makes tea drinking a wonderful experience every single time.*

*So indulge yourself and pamper your senses!!!! "*



Poster for Promotion



**10Q**

Presented by - : Aditya Bandi, Deepak, Neha Verma, Praveesh K M, Tanima Das, T Theophilus