

PACKAGING: Beyond the Virus

presented by:



PACKAGING: Beyond the Virus



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present

PACKAGING: BEYOND THE VIRUS

PART 3: DESIGN



“No product is an island. A product is more than the product. It is a cohesive, integrated set of experiences. Make them all work together seamlessly.”

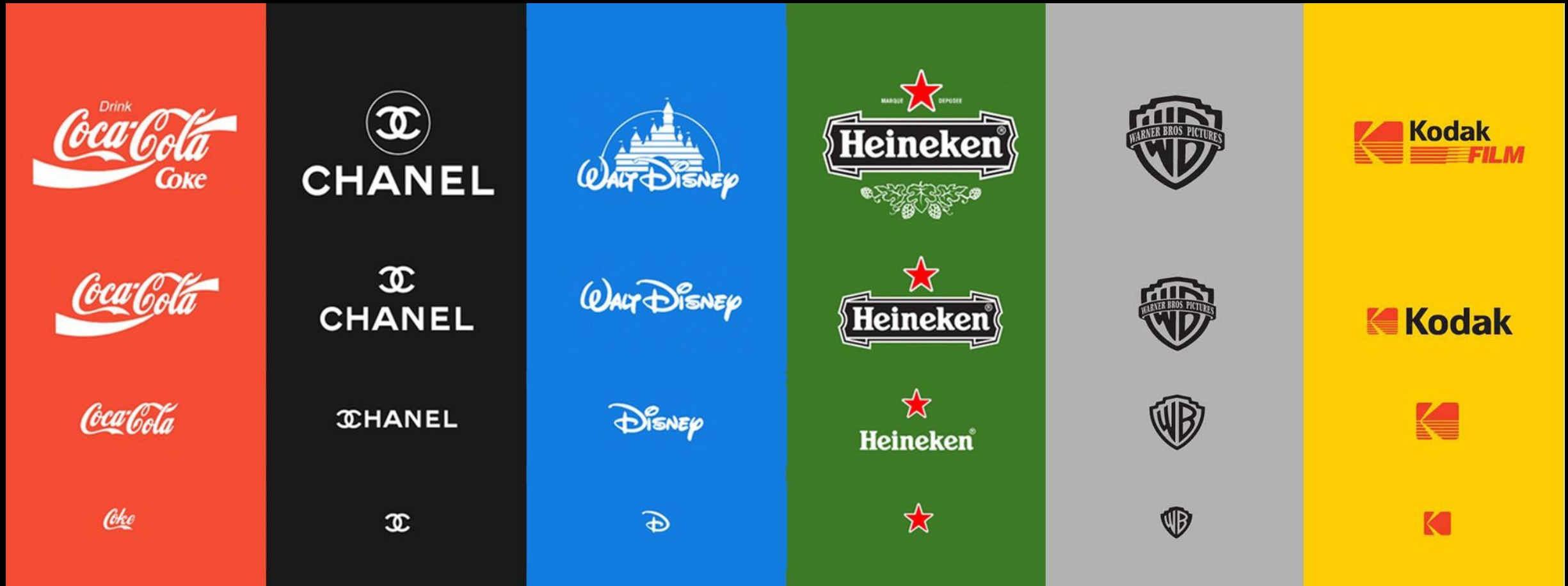
— *Don Norman, inventor of the term “User Experience”*



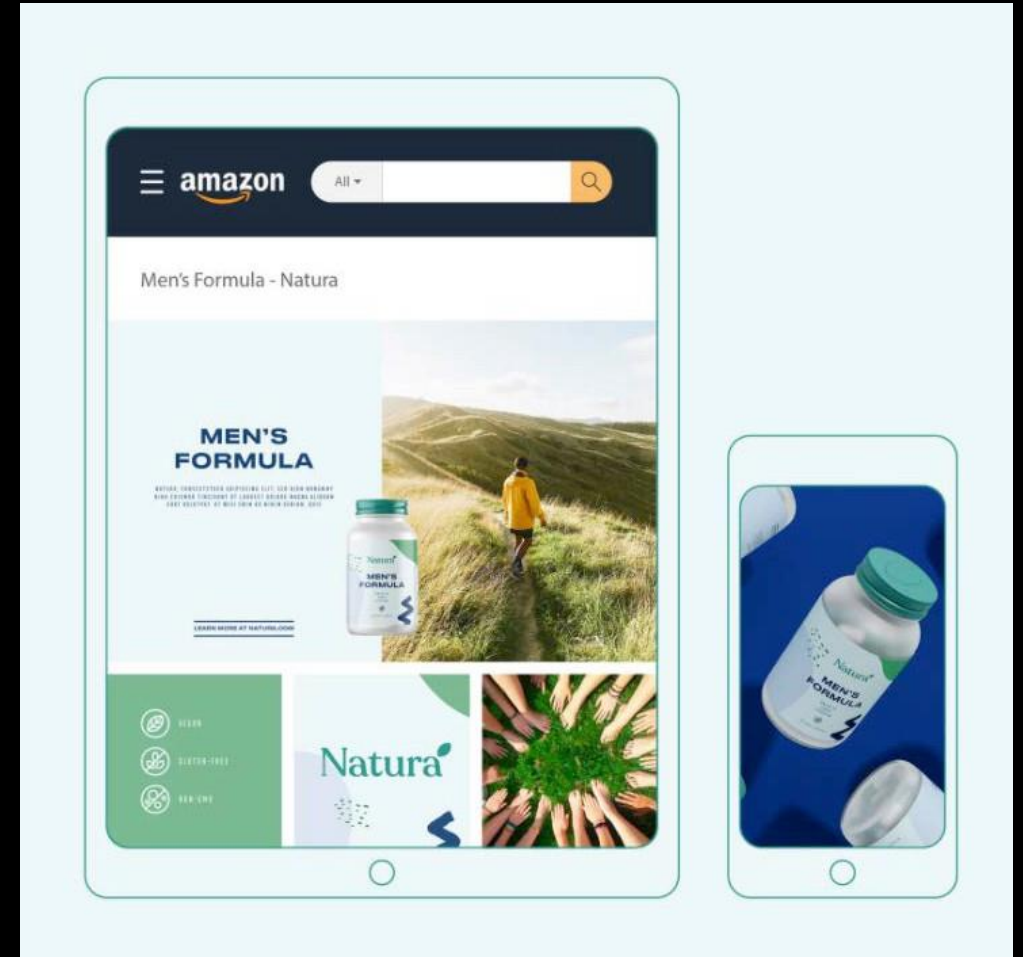
1

The Brand User Experience

FLEXIBILITY: Responsive brands are better represented and easily recognized across various channels.



SYNERGY: Establish and maintain your brand experience across all applications.



CONSISTENCY: Develop a brand guidelines playbook to keep your brand ambassadors on the same page.

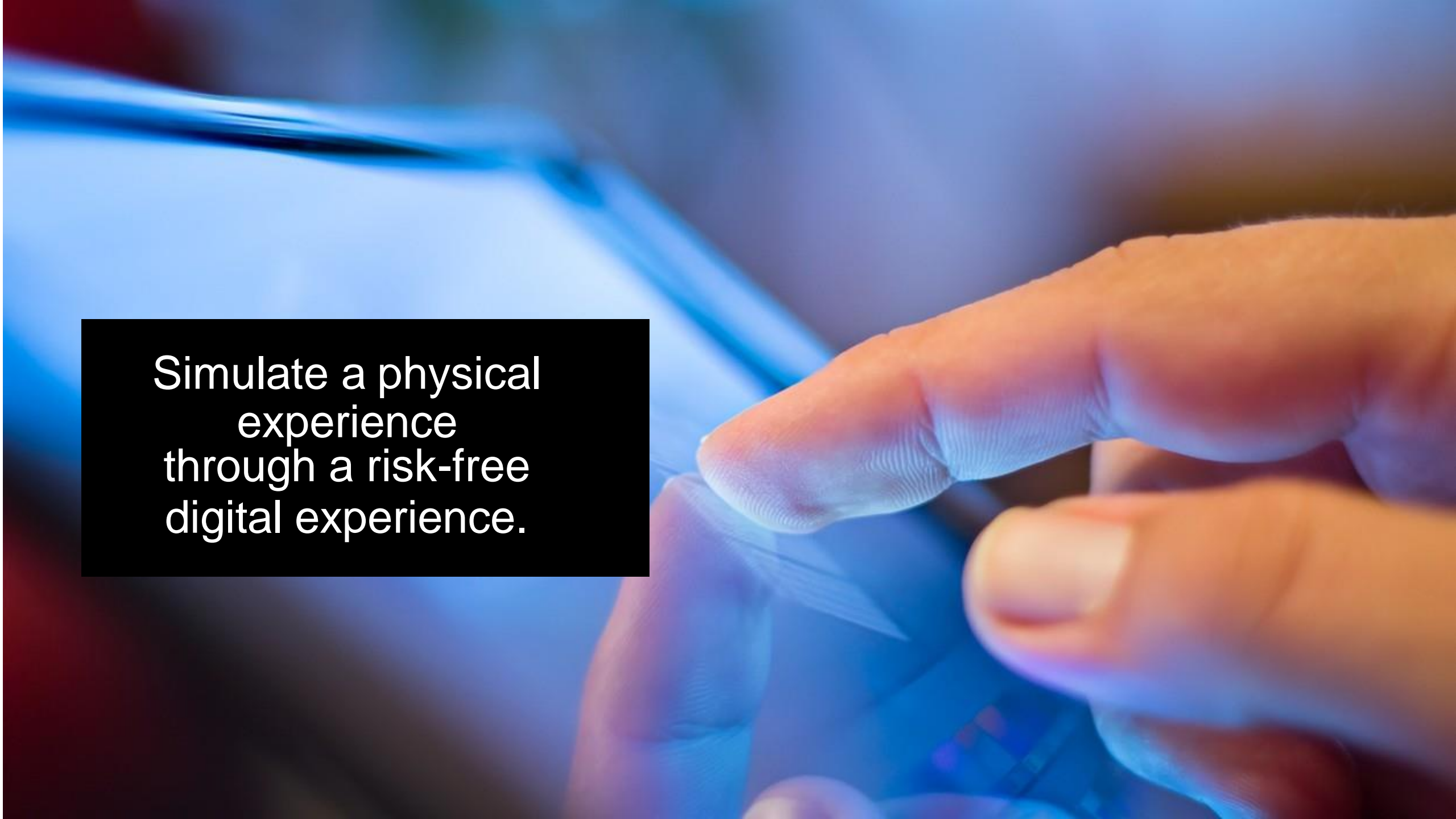




2

The Product User Experience



A close-up photograph of a hand interacting with a digital interface. The hand is positioned on the right side of the frame, with fingers touching a screen. The background is a blurred, blue-toned digital display. A black rectangular text box is overlaid on the left side of the image, containing white text.

Simulate a physical
experience
through a risk-free
digital experience.



Enhanced and
increased product
photography through
website and social.

Demo videos
or virtual tours
of products or
production
innovations.

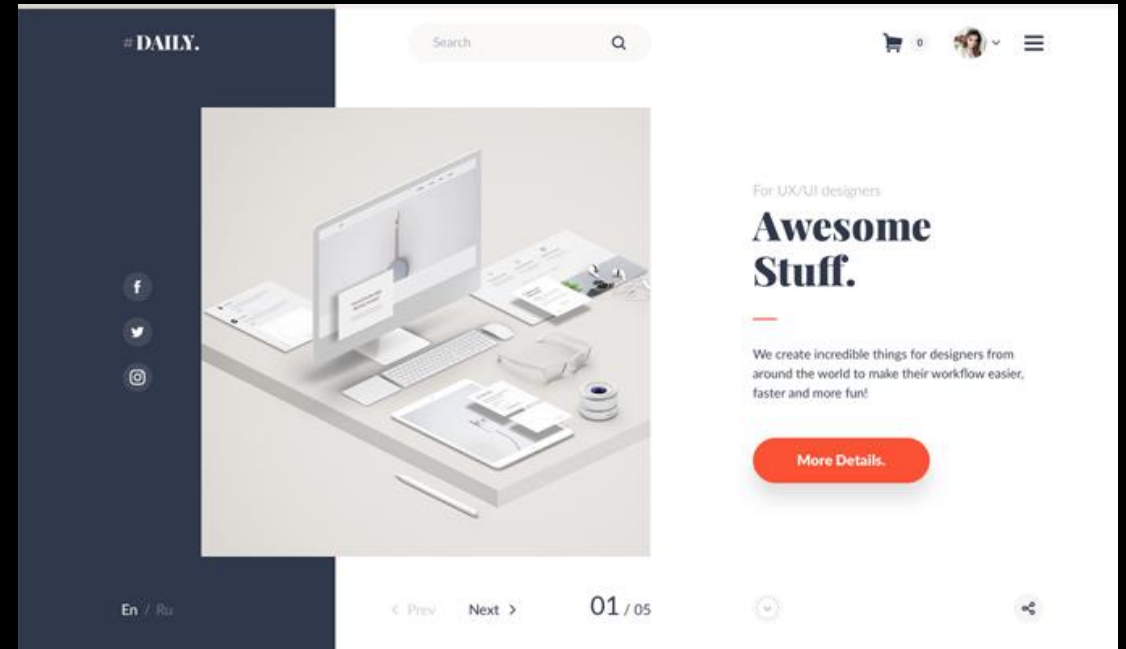
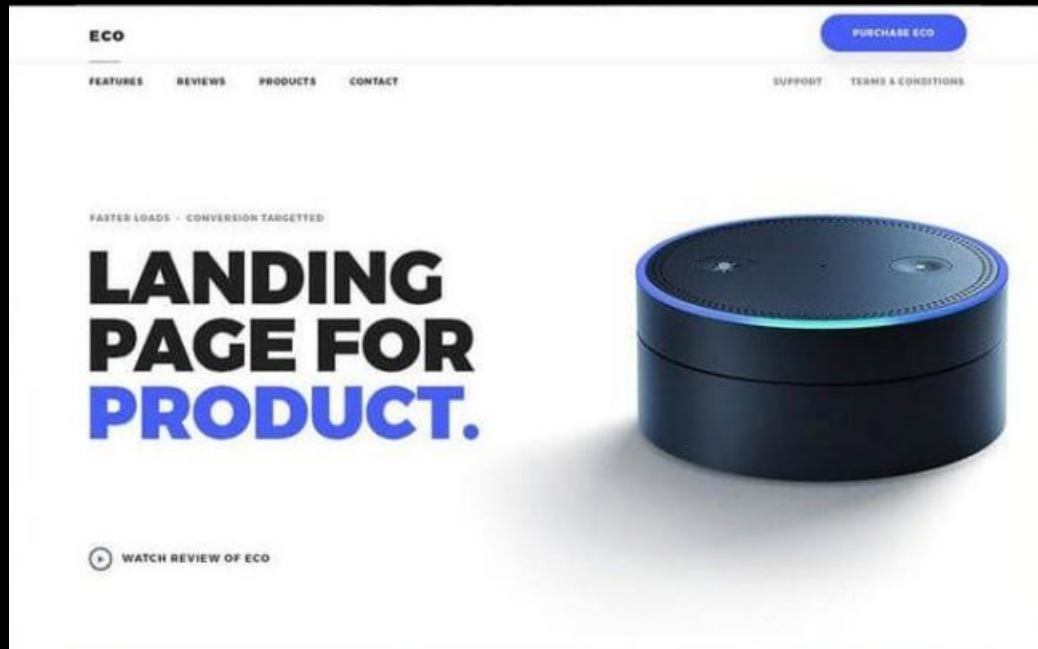




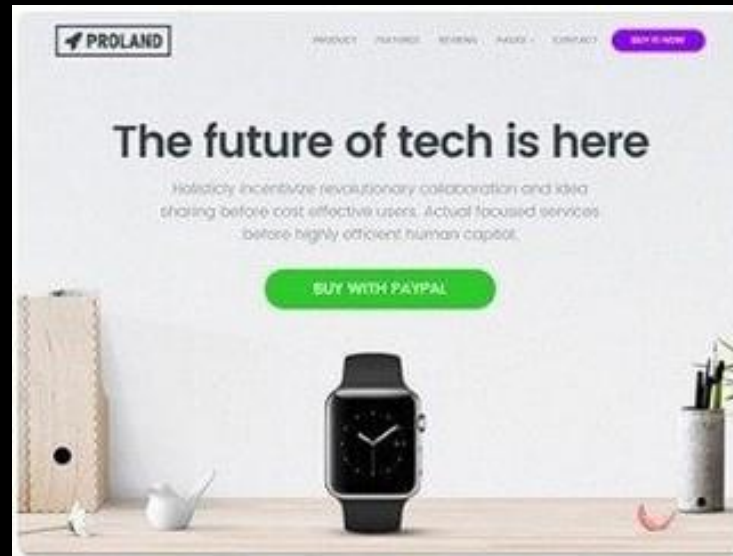
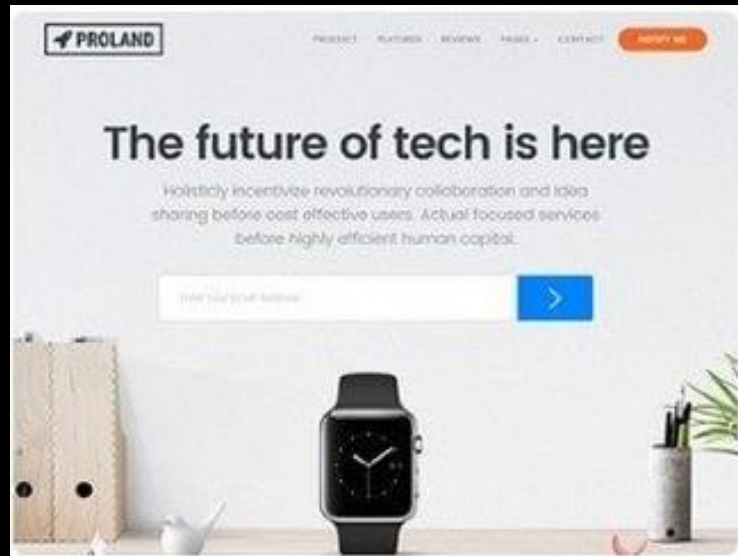
3

The Engagement User Experience

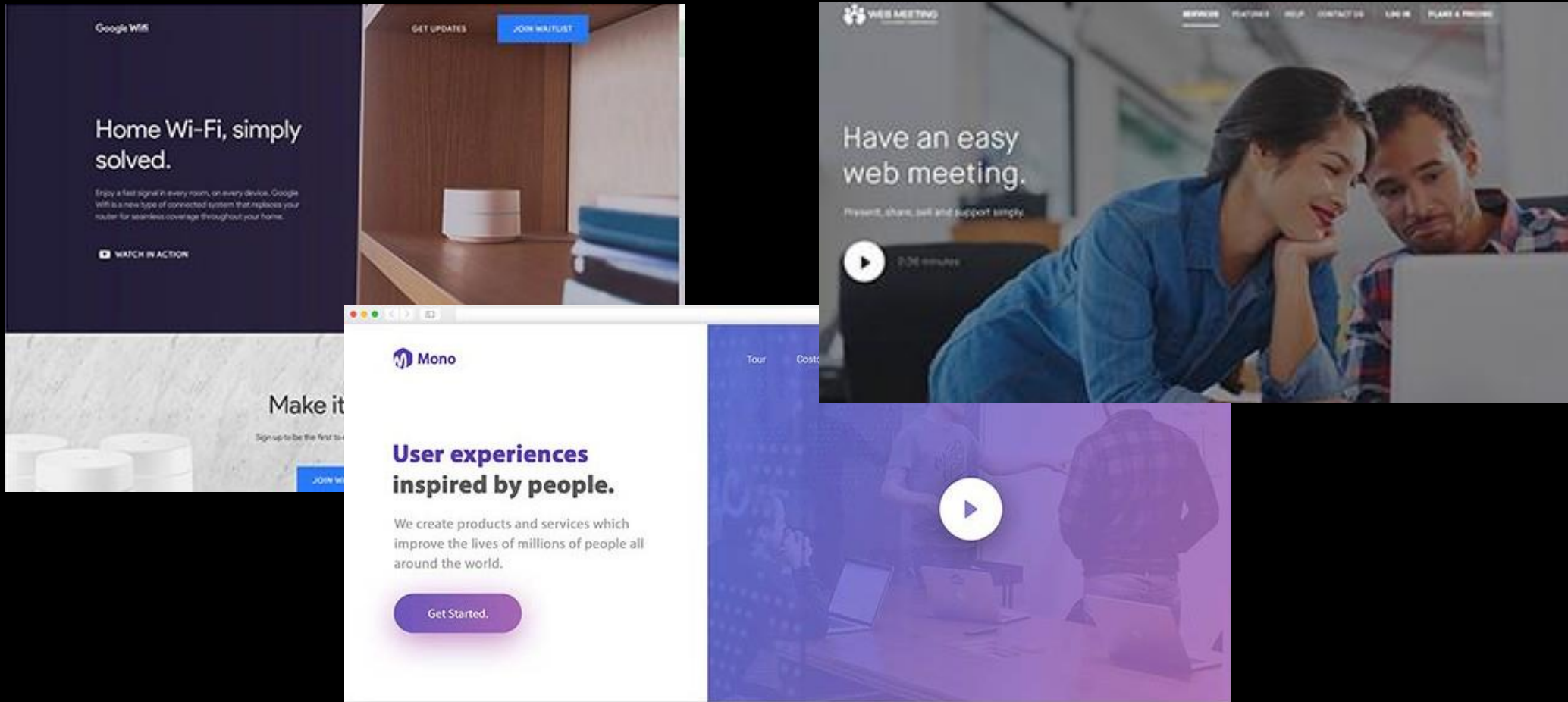
Minimalistic Landing Pages



Clear and Purposeful Calls to Action



Video Content



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