

BRAND DEVELOPMENT

Single Service Hot Sauce Packaging

Results: Real Manufacturable Designs

 **Varied Designs**
Multiple designs of varying sizes



 **Affordable Solutions**
Cost-effective designs



 **Budget Flexibility**
Various budgetary price points






COMPANY Clolula



Packaging Design Challenge

What an exciting project! BoldtSmith Packaging designed new packaging concepts for a hot sauce maker's single-serve product to improve the brand and customer experience. A cross-functional team reviewed the ideas, including representatives from marketing and manufacturing.

Requirements

-  Consider user experience & branding
-  Reduce packet & carton cost
-  Get marketing & manufacturing approval

BoldtSmith Actions

We broke the plan to develop these packaging concepts into five steps:

- 1 Competitive benchmark:** Find out what's working for competitive & similar products
- 2 Brainstorm session:** Group collaboration with all BoldtSmith Packaging engineers to brainstorm potential solutions
- 3 Create package renderings:** Design multiple packaging concepts ranging from the opening to premium price points
- 4 Acquire pricing:** Contact both packaging suppliers and machinery manufacturers for budgetary pricing
- 5 Present the options:** Detail advantages/disadvantages for each design along with a financial analysis

