

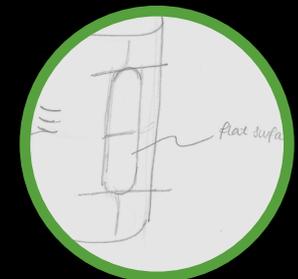
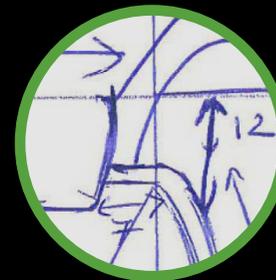
# DESIGNING GIFTPACKS:

a worldwide celebration of Grolsch' swingtop bottle

## Appendices

\*Verpakking  
- Ingediende ??  
- High Kefne de  
- Rubber

0.00	€
5.79	€
0.06	€
2.24	€
0.10	€
-	€
0.04	€





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## A. Project charter & ASCIK model

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### **ASCIK model:**

A (project manager): this is the person who is responsible for the project.

S (support): people who are part of the project. They give feedback, information and can make decisions.

C (consult): people who give advice, but their opinion should not influence the project.

I (inform): people who should be informed by the projects state.

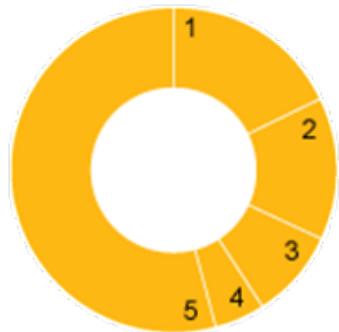
K (client): the client gives feedback and is the most important decision maker.

# B. Beer market

Beer is one of the oldest and one of the most popular drinks in the world. There are even indications the Egyptians brewed beer [Megafactories: Heineken, Discovery Channel]. Over centuries, many flavours, brands and packages have been developed. Nowadays, there are many breweries all over the world. The largest and leading breweries are Anheuser-Busch InBev (e.g. Stella Artois, Budweiser, Beck's, Hertog Jan, Jupiler), SABMiller (e.g. Miller, Grolsch, Tyskie, Lech, Pilsner Urquell) and Heineken (e.g. Heineken, Amstel, Grimbergen).

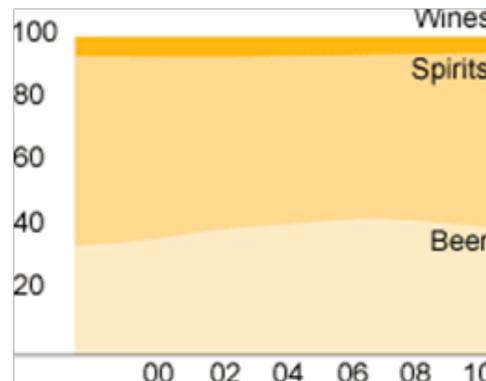
The leading brands in the world are Heineken and Corona. Carlsberg and Budweiser are number three and four.

Global beer sales by volume in 2010%

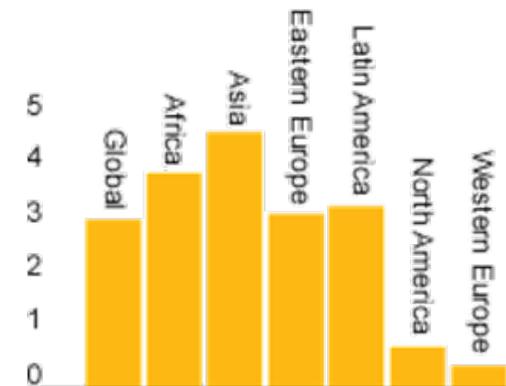


- 1 AB-InBev 18%
- 2 SABMiller 14%
- 3 Heineken 9%
- 4 Carlsberg 5%
- 5 Other 54%

Alcohol category growth%  
Beer share of alcohol trends in major emerging markets



Beer growth trends by volume%  
Forecast five-year compound annual growth rate (CAGR) by region - 2011 to 2015



Source: <http://www.sabmiller.com/index.asp?pageid=39>

## C. Global brands way (CBE model)

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# D. Inspirational packages

## Pierini | Partners

Positive details of the new design



**IMPACT**  
Synthesis of the main icon.



**OPTIMUM READING**  
The information is distributed in an organized and rational way.



**EMOTIONAL BOND**  
Simulation of holding grips.



Use of materials, printing techniques and brand identity.





Printing techniques, production techniques (embossing) and 'natural' feel.



3D effect (anaglyph),  
surprising materials  
and advertising through  
artists.





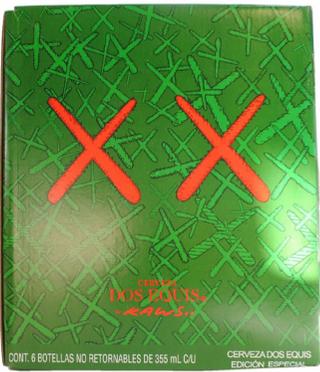
Creative punching, matt/glossy, shapes.



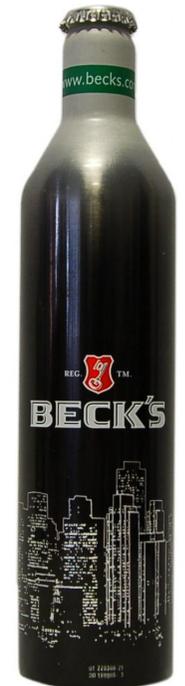
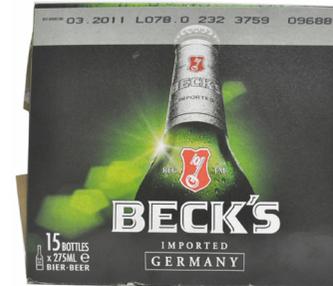


Re-use of material, brand identity, printing techniques, collectors item.  
Source: Dieline.





Special beer packs from all over the world. Source: Mintel.



# E. Workshop outcomes

## Character

character  
door gadget / inhoud  
tonen

gadget niet zichtbaar

ruilbeurs

\* gadget / 2 (wie heeft mijn andere helft? facebook)

inspelen op characteristics door benadrukken ingrediënten/  
bruinsproes box van <sup>samengeperste</sup> hops

Brand story op doos → \* gebruik hieroglyfen shimmer.

\* Taste pack - spot the taste notes

\* \* Intrinsic pack - real hops / barley

→ braille of \* AR of QR  
↳ app met <sup>AR</sup> layer

\* \* \* — eco materiaal

- eierschaal
- oude kratten
- oude doppen
- oude labels
- bostel



Spiegels

\* Kijkgat

licht in pack

lidet in display

hoe heet dat → zo'n 3d plaatje: Hologram  
in silver

Spot light op shelve

Spotlight account

\* \* Vergroot glas in packaging

\* \* Heel klein kijk gat  
kijk door

- verrekijker / toneelkijker  
meer pakketten als gadget
- via Facebook inzoomen op
- \* Landkaart waar Google te
- \* \* verknijpen is → "spot on"

spot

## + ~~Ingredients~~

- Focus op distinctive taste

- Geur van bier

\* Verpakking met embossing

- Ingredienten !!

\*

- Hugh Hefner design laten maken

- Rubber

- Versus Clignot beugel haken

- ~~V~~ Beugel in park tas

- \* Rubber feel dekke

sense

- Kaart v/d wereld uit 1615
- The world according to Peter Cuyper
- \* Colour the world green promo
- \* Timezones op verpakking
- Facebook link met Grolsch drinker
- \* Promo "trip around the world"

creer 'Grolsch day' pack  
wat de 'Grolsch' moment → celebrate

als je deksel open doet link ~~naar~~ Facebook

AR

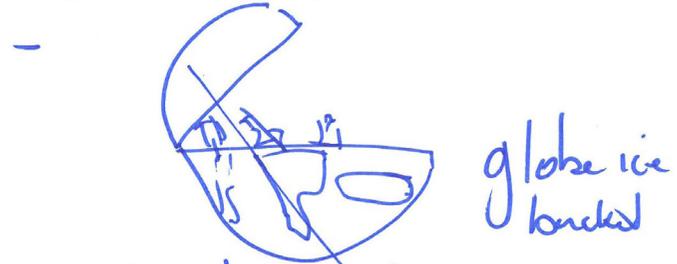
- \* time zones
- \* talen .. cheers .. preest

- Foto 'ld dees maken en dan .....

\* X travellers pack

- Suit case i.p.v. dees

- Link met Grolsch Nation



- International party pack

international

~~opdracht~~

- chip met geluid in sluitzegel  
→ openmaken

- Subrosa

\* X Cryptex

- ~~Ring~~ beugel rijk

- Vergrootglas

- Plop gadget teorie

- opening oplossing op internet

\* glazen box die kapot moet  
of die je moet omsmelten

- dat je code moet opzoeken op internet  
openingmethode

\* X meerdere flessen/andere mensen & talen nodig voor openen

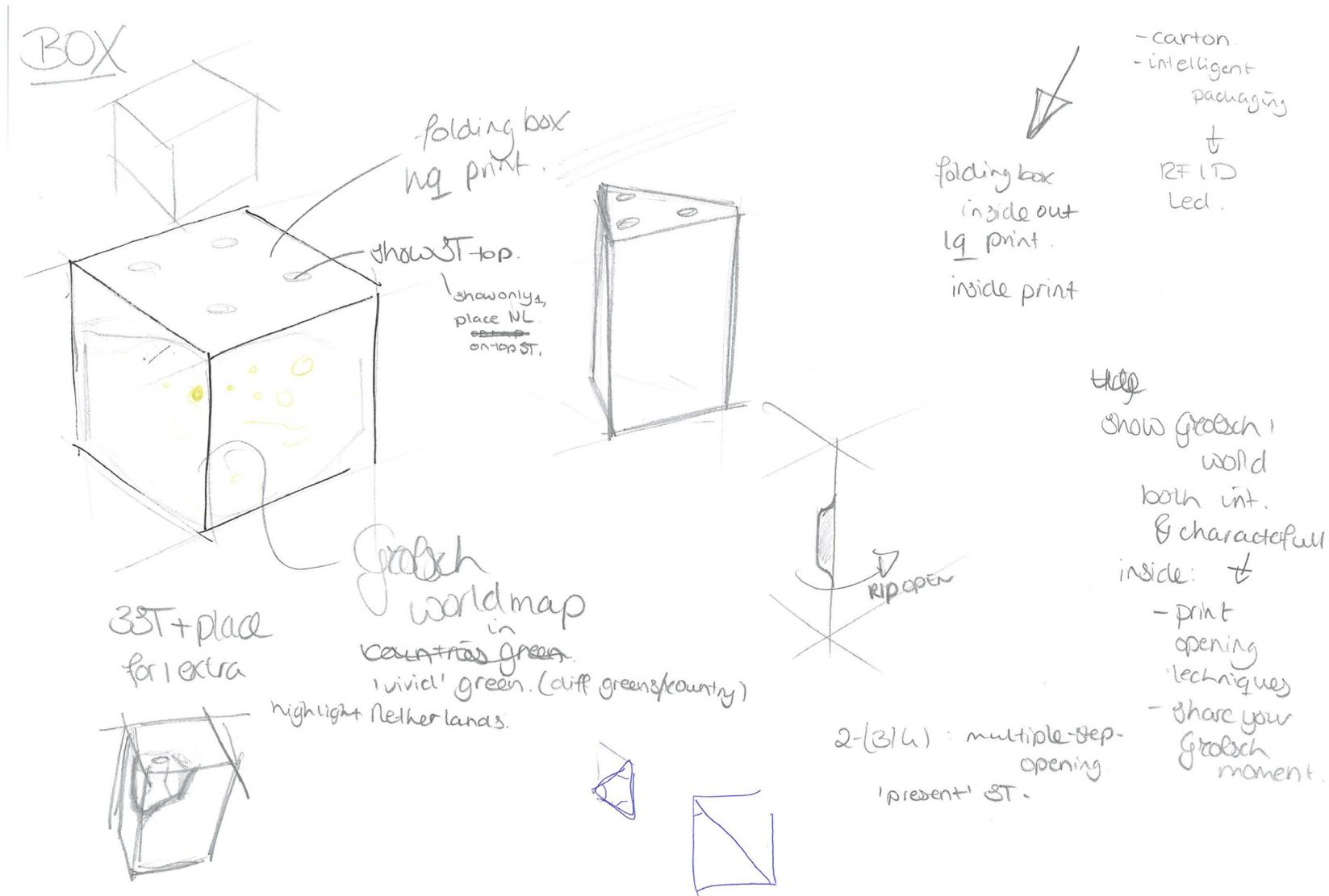
- Share pack waarbij de manieren om te openen ~~by~~ naar de sharende persoon wordt gestuurd.

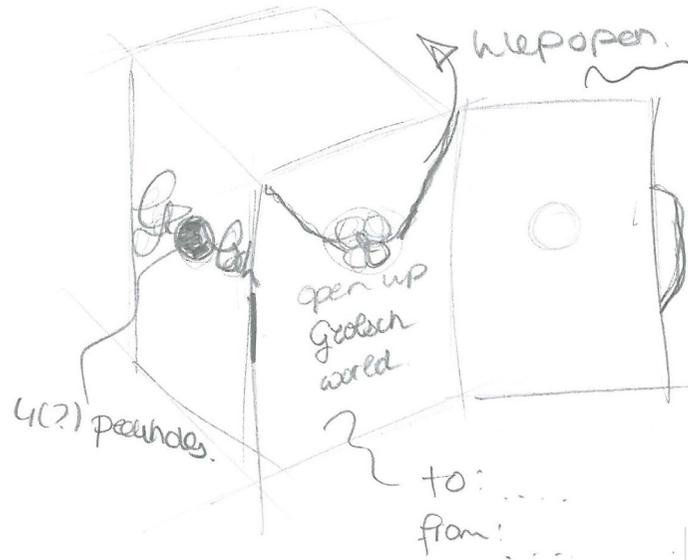
\* - Choede Interesting Coin

- openbaar van box  
(als skimmer/  
openingstechniek)

Plop

# F. Development 'Box'





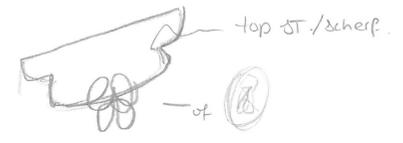
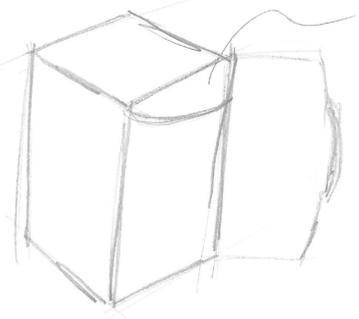
envelope?  
 - cheap solution: just carton

~ premium solution: magnet closure.

\*

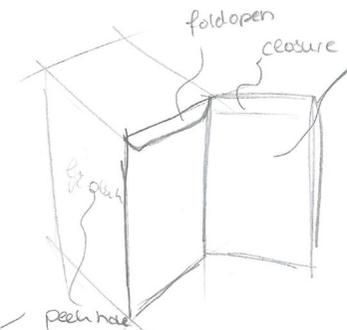
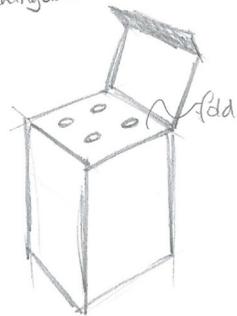
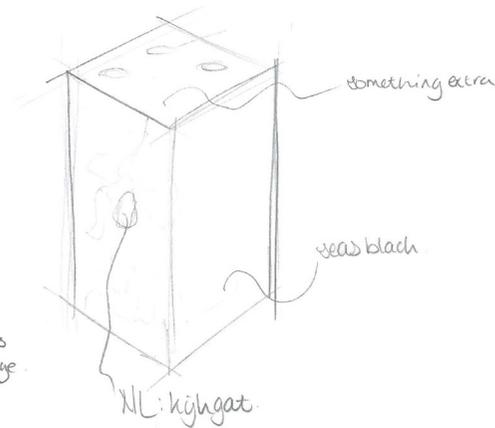
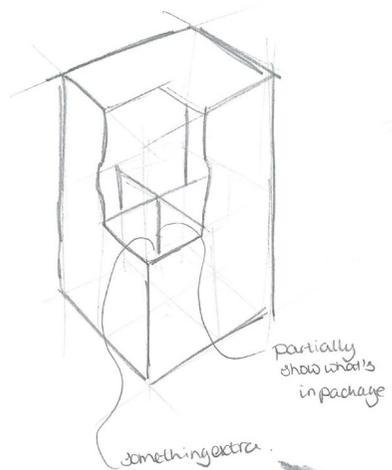
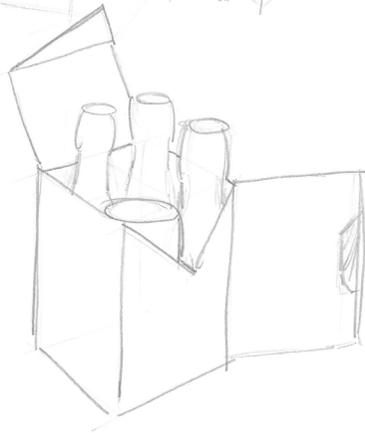
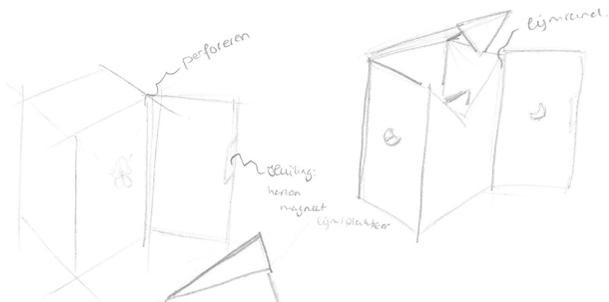


↑ vouwdoos (onderkant)  
 € CMA: A0155



golfballen  
 ↳ E-F-N  
 golf.  
 offset / van  
 druk  
 (birflases  
 verpakking:  
 diepdruk)  
 ↳  
 oplage  
 > 1 ml.





Appendices

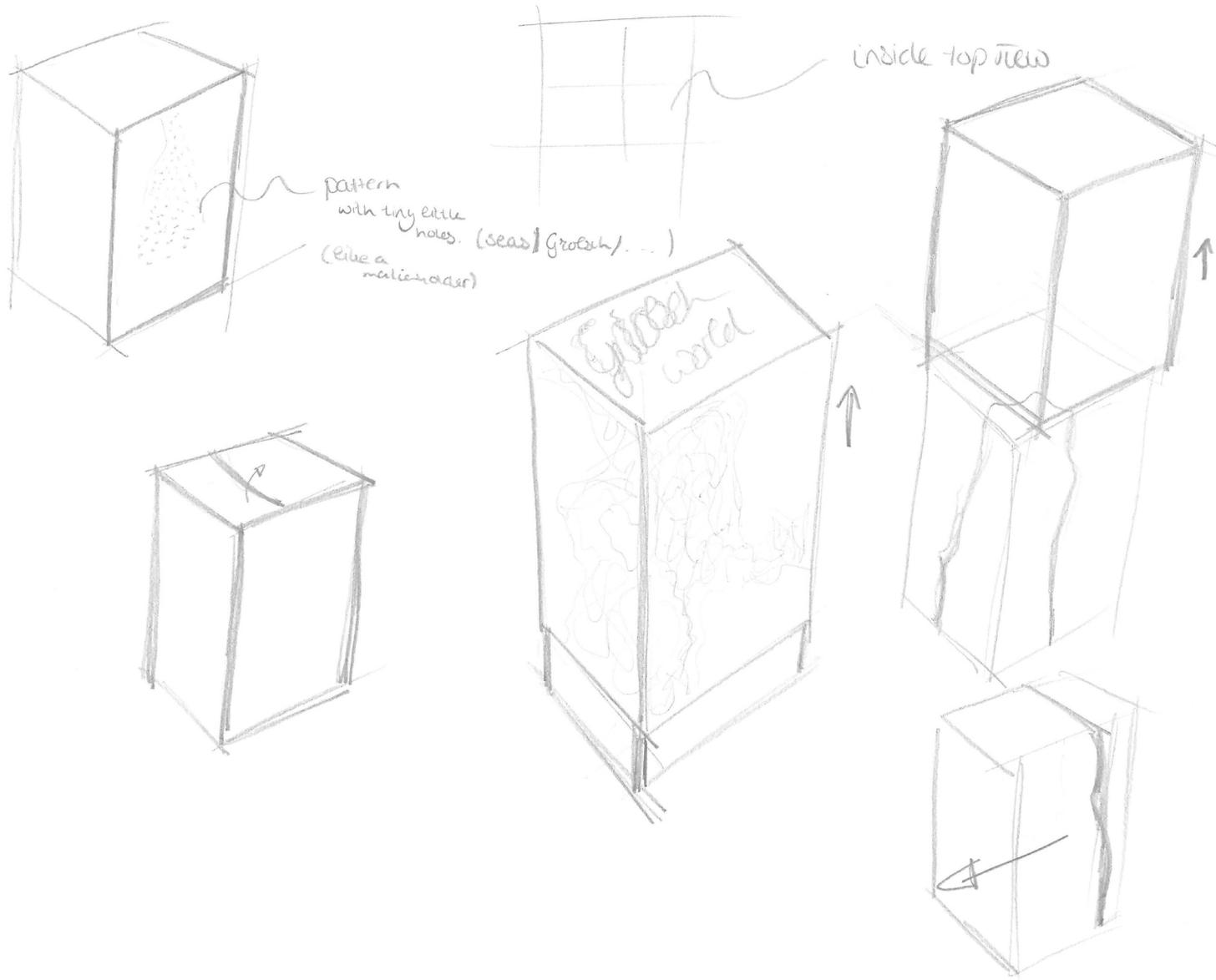
Celebrate Grolsch' world!  
 \* literally, world map  
 \* Grolsch heritage  
 \* Bouwgroep

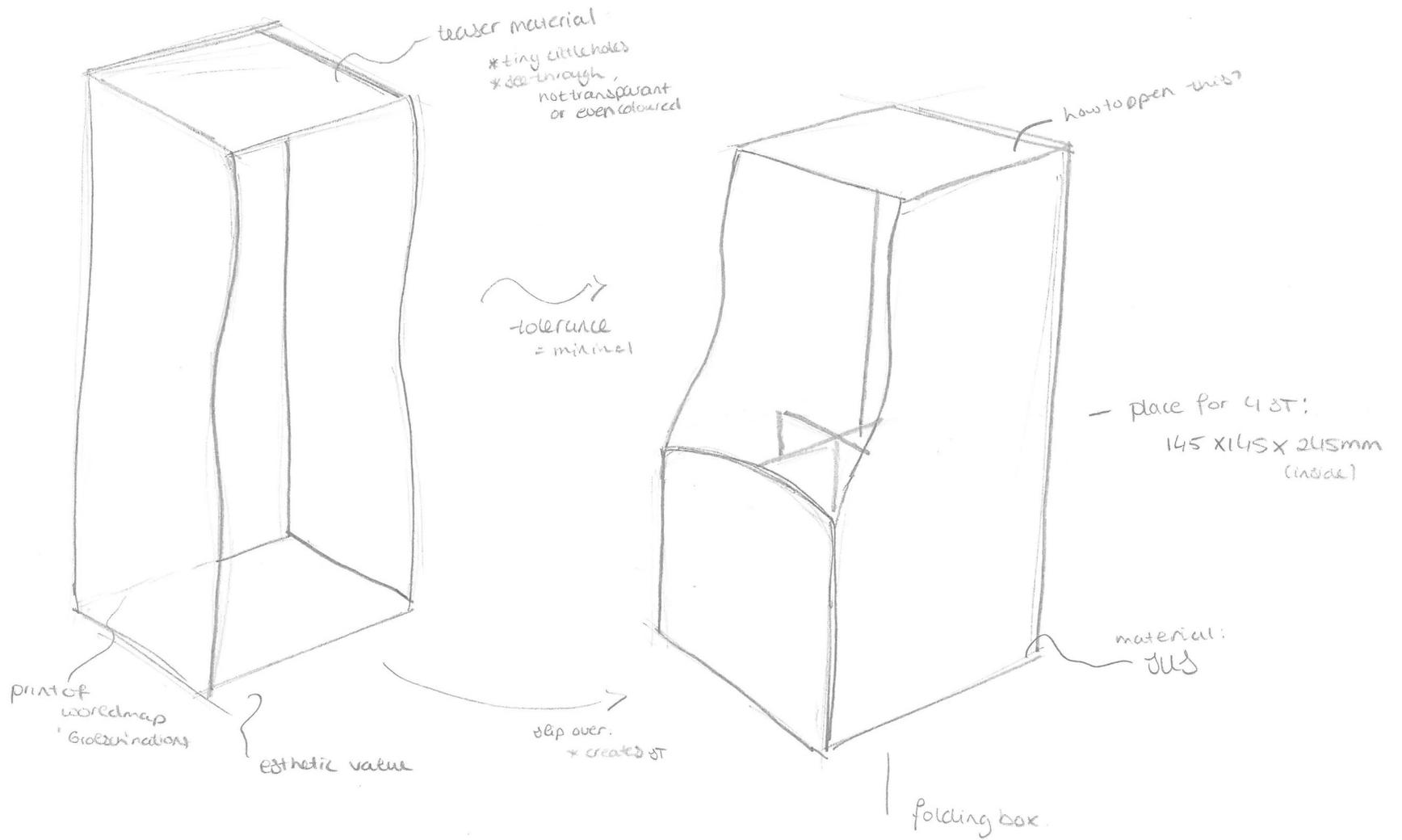
opening:  
 fold tear  
 rip  
 smash  
 break

multiple step opening.

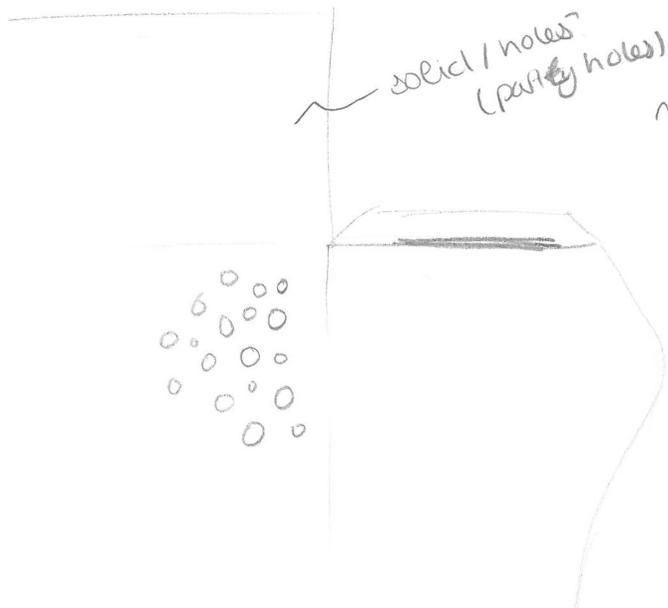
open: welcome in  
 Grolsch' world,  
 participate bla bla.

ontzegelen.  
 2 pakkeget.



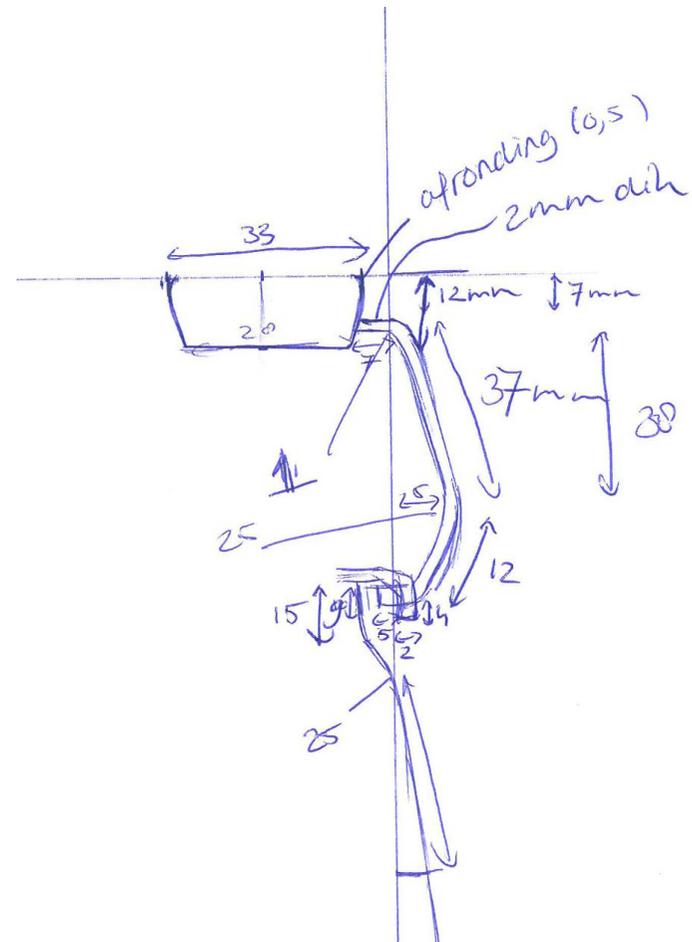


materiaal:  
- vouwhaaston 850µ  
- massief beton 800µ

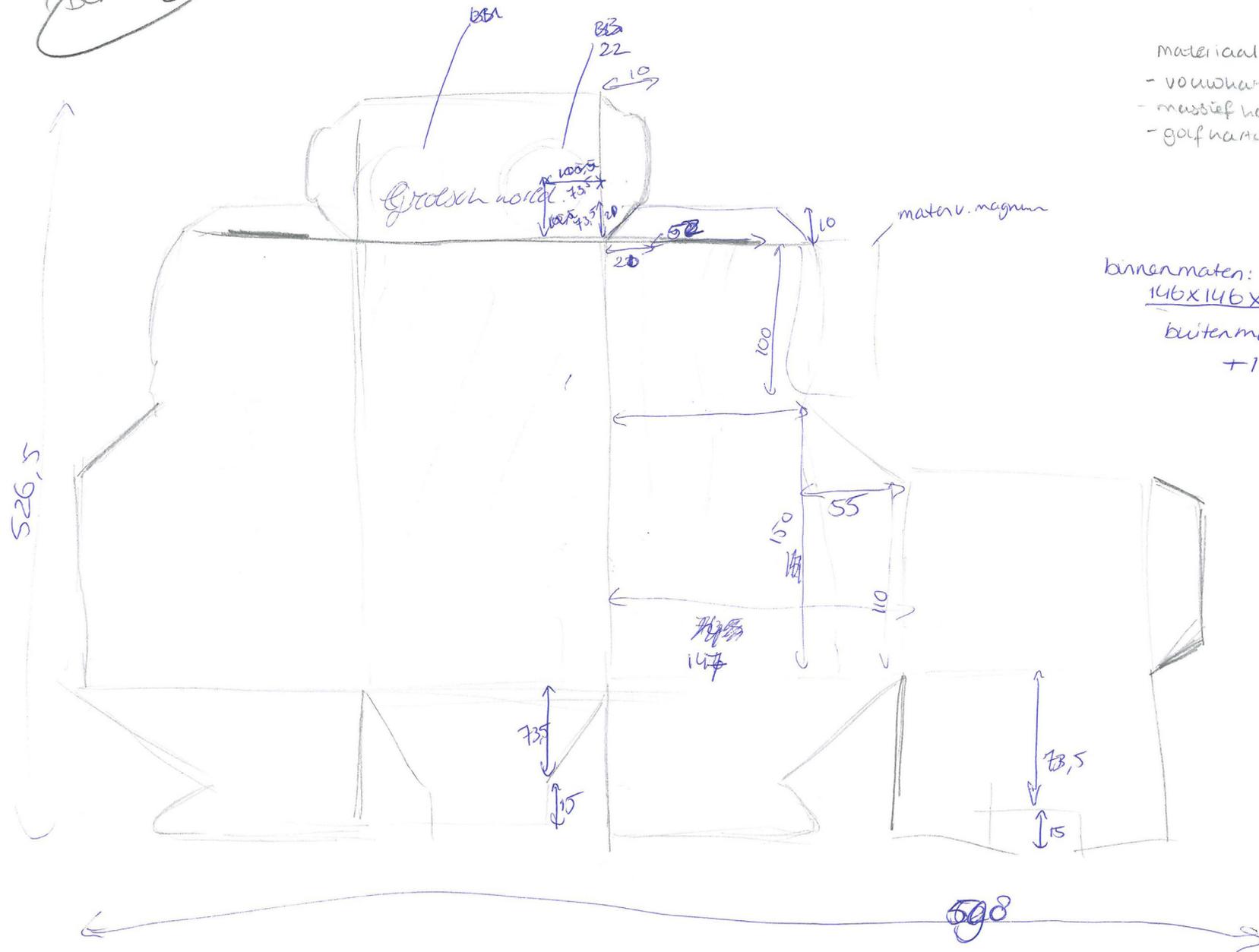


md keuze:  
patroon v. gaatjes of niet?

verschillende groottes:  
'bruisend biertje'  
random pattern

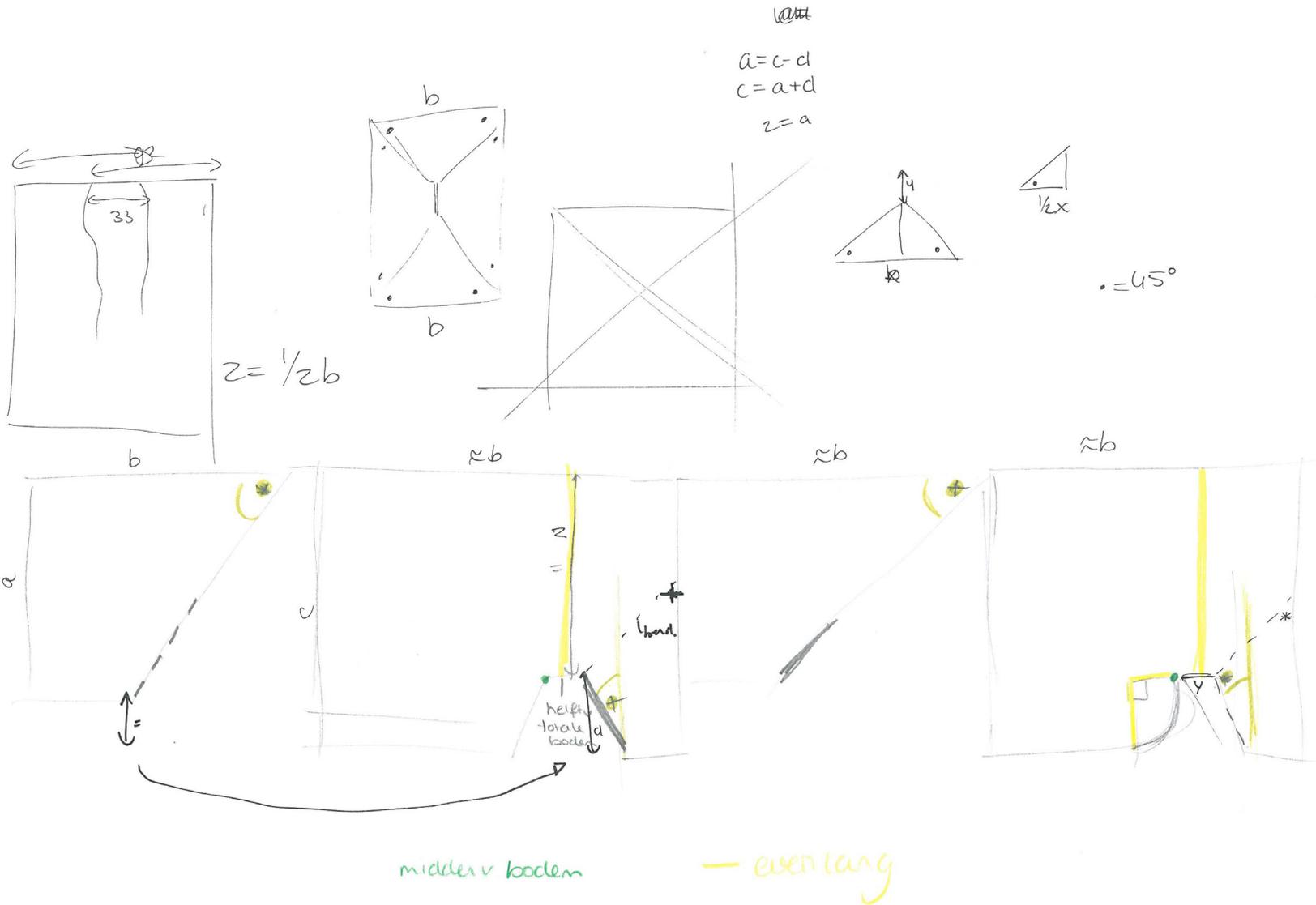


Bemating



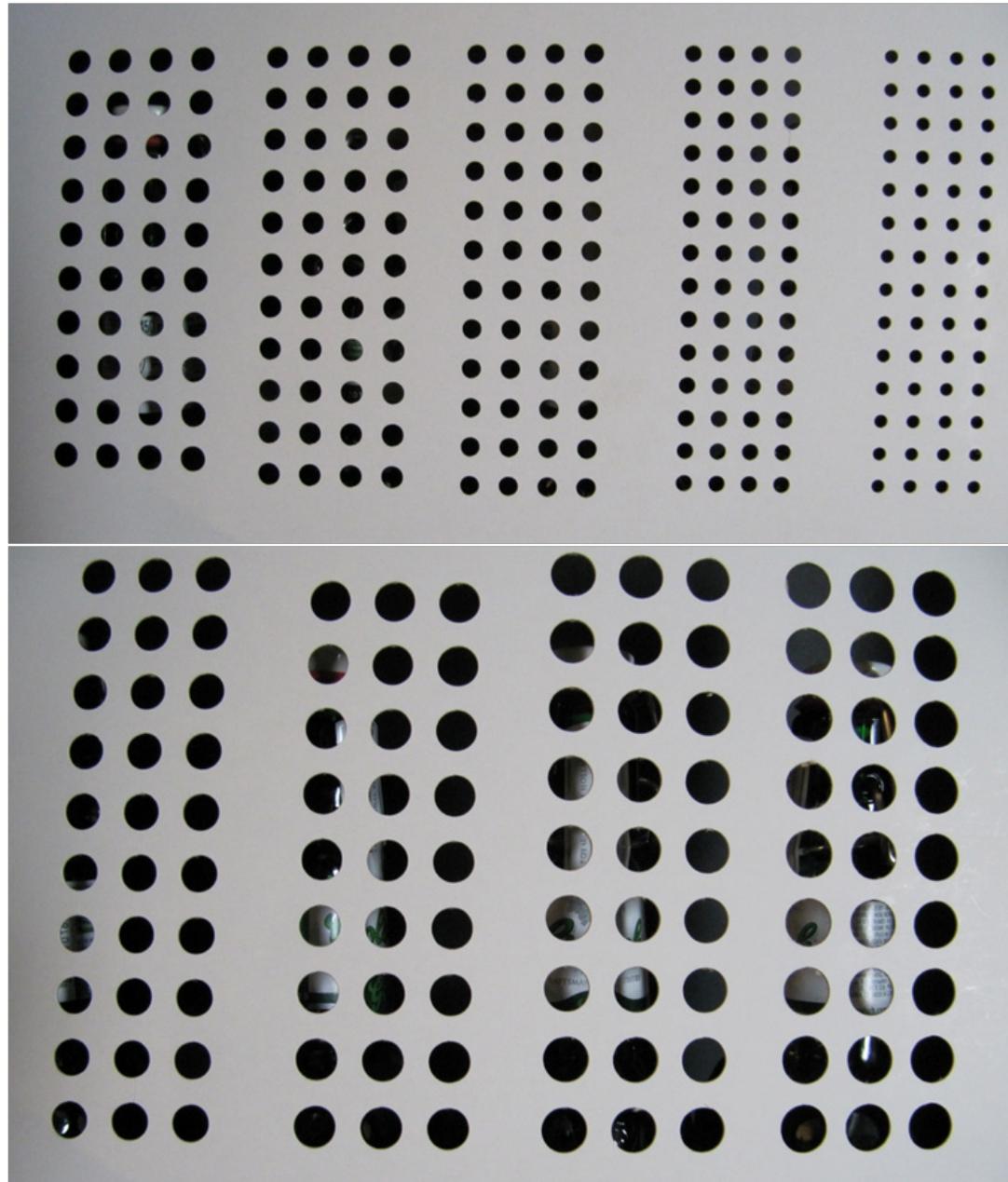
- material:
- vouwharton (3300/800µ)
  - massief harton (700/2000µ)
  - golfharton (0,5mm)
- LD N-groef?  
flute.

binnenmaten:  
146x146x245  
buitenmaten:  
+1mm bij het  
totaal!



# G. Holes test

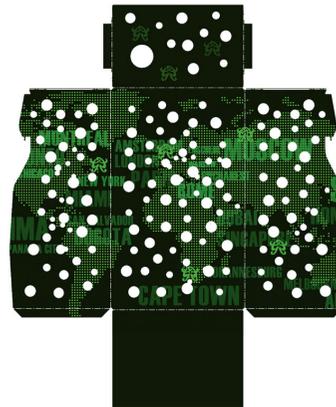
Holes test: 4-12mm. Conclusion: holes visible from 7mm.



# H. Plano 'Box'



Option A (left), option B (middle), option C (right)



## I. Cost estimation clapperbox international & 4X0,45L

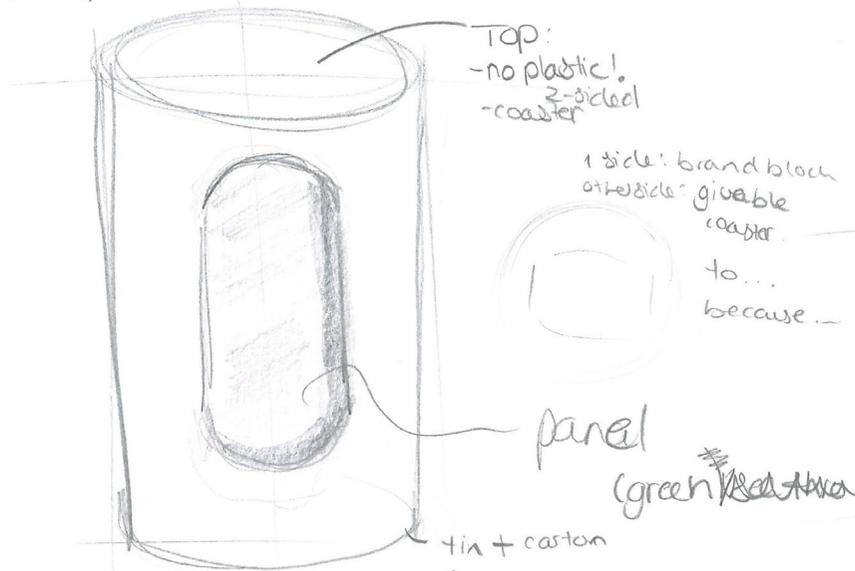
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## J. Cost estimation 'Box'

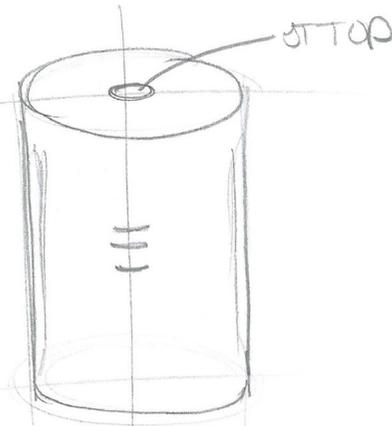
**CONFIDENTIAL**

# K. Development 'Tube'

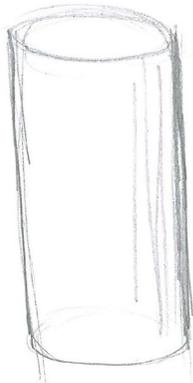
KOWER



tin + carton  
 (pringles)  
~~not~~ embossing/debossing  
 possible?

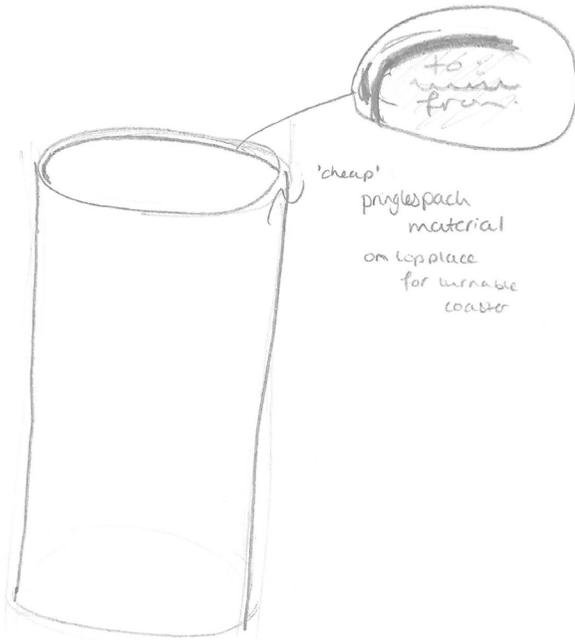


- opening <sup>but</sup> beautiful  
 - cheap + expensive  
 solution



- MATERIAL:
- Tinplate
  - pringles pack:  
 metal + carton + top  
 + plastic
  - carton  $\downarrow$  replace!





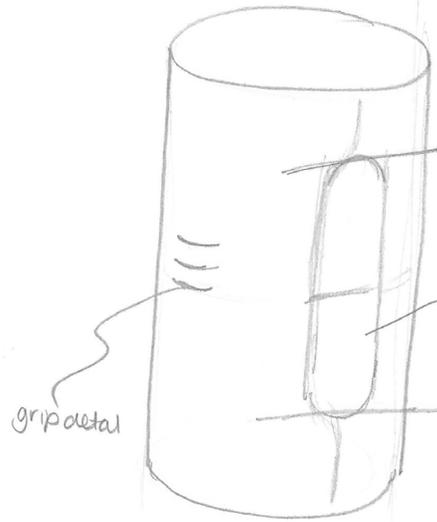
'cheap'  
pringspach  
material  
on top place  
for urmatic  
coaster

more expensive solution!

- metal tinplate / aluminium?
- plastic? → <sup>blow</sup> molding
- same shape as bottle

- characteristics:
- embossing & debossing
  - flat surface
  - thread at top, solid top

SW model?  
↳ hoe maken?



grip detail

flat surface, glass transparent?  
with glass embossing

3 parts.

bottom - metal

top - metal

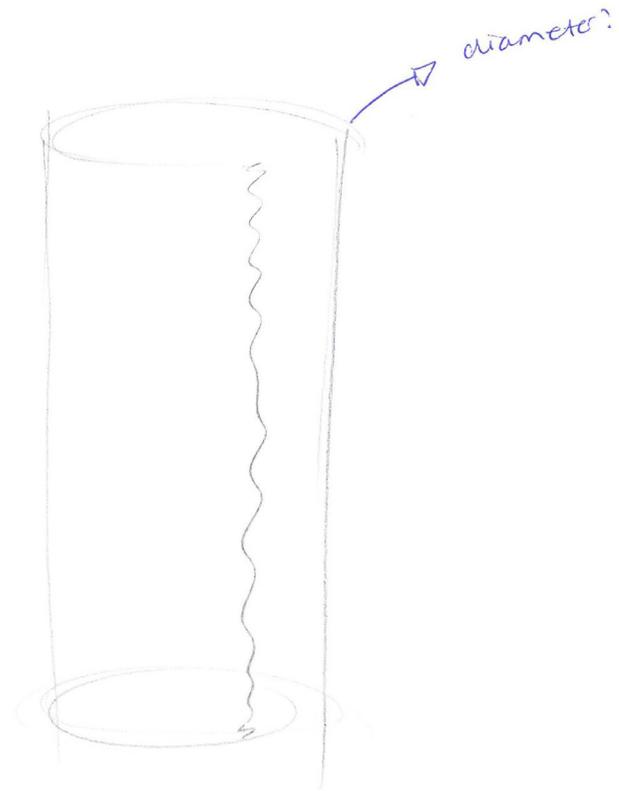
body - cardboard/plastic?



Top.  
(embossed)

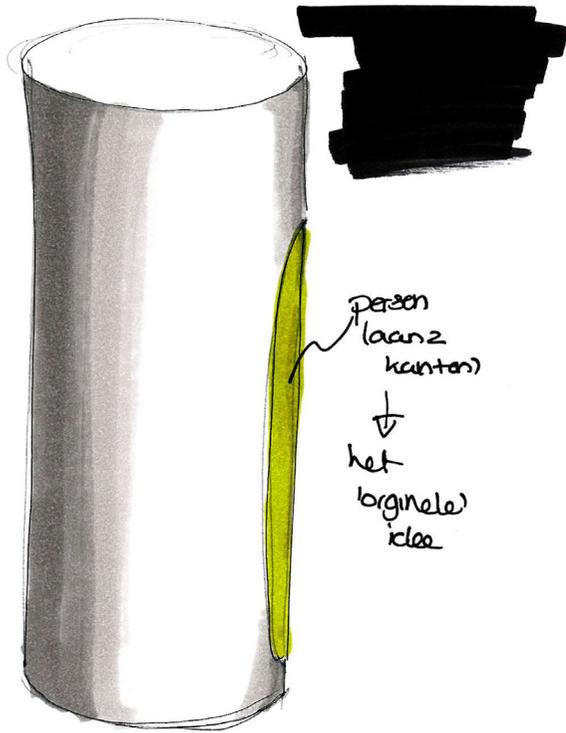


bottom

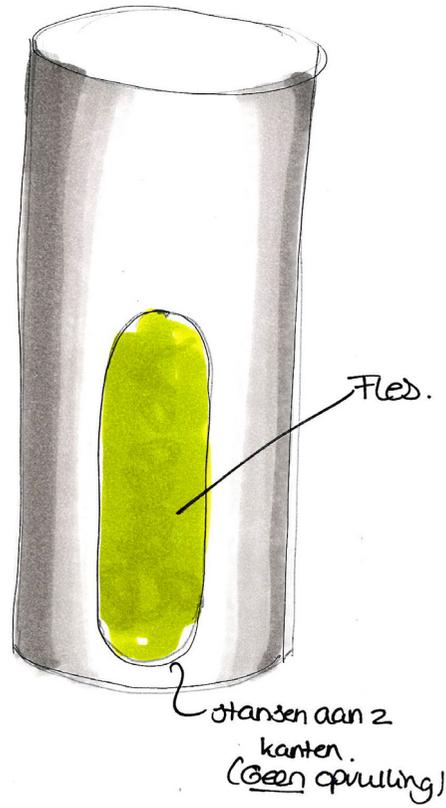


body (printed)

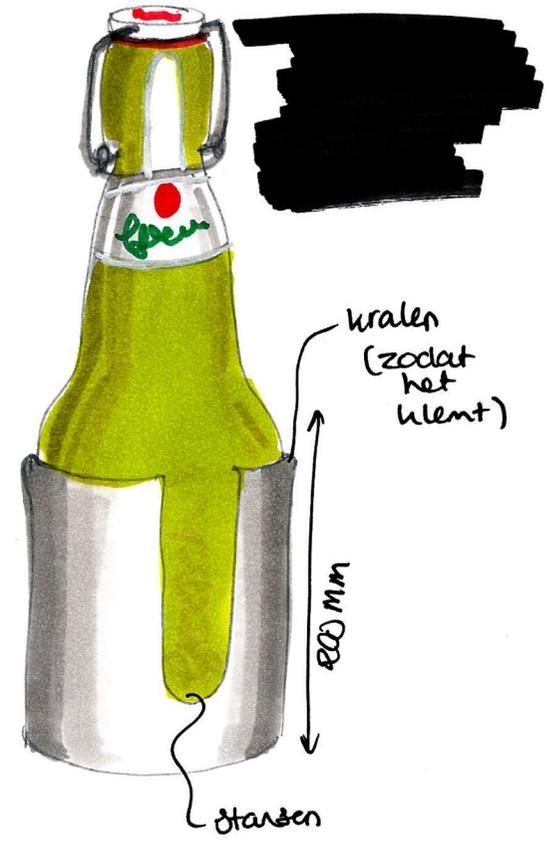
# L. Options Tupak



Option 1



Option 2



Option 3

## M. Cost estimation Tupak

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## N. Cost estimation 1,5L & ice-bucket

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## 0. Cost estimation 'Tube'

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*Grolsch*<sup>®</sup>