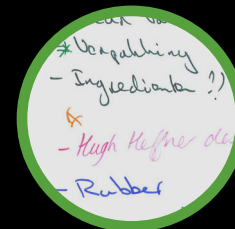


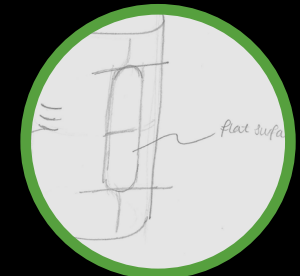
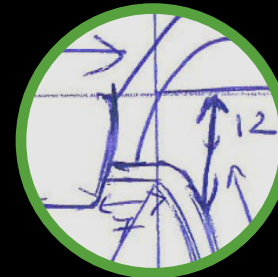
# DESIGNING GIFTPACKS:

a worldwide celebration of Grolsch' swingtop bottle

## Appendices



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





## TABLE OF CONTENTS

A.	Project charter & ASCIK model	4
B.	Beer market	5
C.	Global brands way (CBE model)	6
D.	Inspirational packages	7
E.	Workshop outcomes	13
F.	Development 'Box'	19
G.	Holes test	27
H.	Plano 'Box'	28
I.	Cost estimation clapperbox international & 4x0,45L	29
J.	Cost estimation 'Box'	30
K.	Development 'Tube'	31
L.	Options Tupak	34
M.	Cost estimation Tupak	35
N.	Cost estimation 1,5L & Ice-bucket	36
O.	Cost estimation 'Tube'	37

## 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).

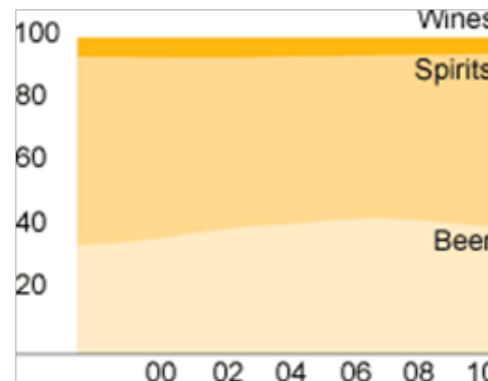
The leading brands in the world are Heineken and Corona. Carlsberg and Budweiser are number three and four.

Global beer sales by volume in 2010%

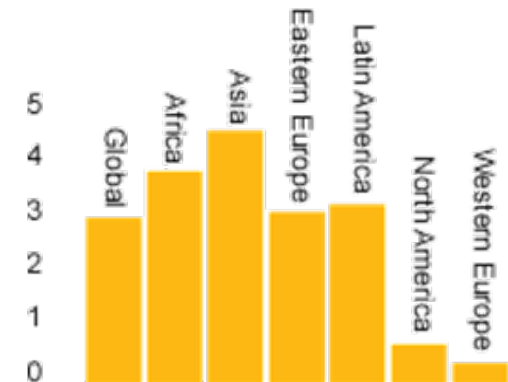


- 1 AB-InBev 18%
- 2 SABMiller 14%
- 3 Heineken 9%
- 4 Carlsberg 5%
- 5 Other 54%

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.



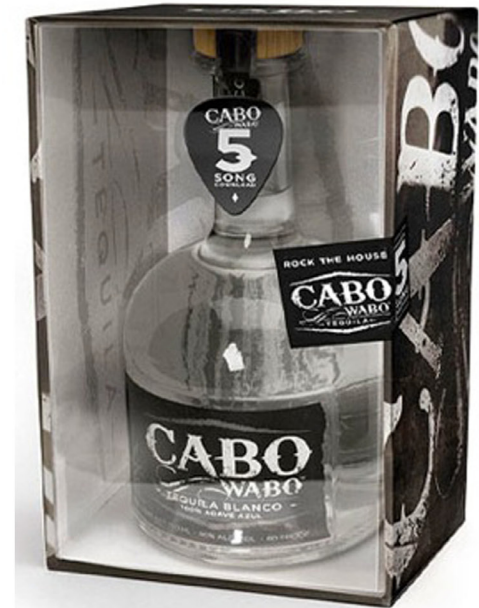


Printing techniques,  
production techniques  
(embossing) and 'natural'  
feel.





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







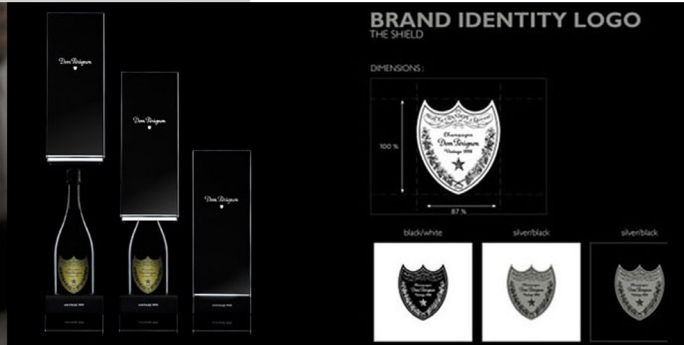
Creative punching, matt/  
glossy, shapes.



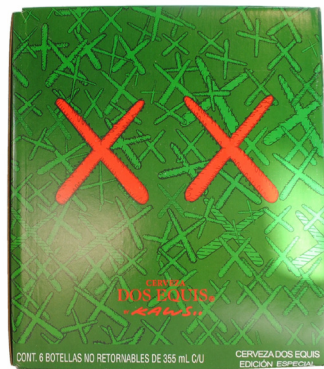




Re-use of material, brand identity, printing techniques, collectors item.  
Source: Dieline.







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 bedrukte ingrediënten/  
brouwprocessen *box van hops* <sup>samengeperste</sup>

Brand story op doos → \* gebruik hieroglyfen shimmer.

\* Taste pack - spot the taste notes

\* \* Intrisics 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

\* Ice bucket

- Beer games

- Card pack

- Boomerang card / Invitation

\* ~~Two~~ pack. with met uitnodiging

- \* Just shared a grolsch Facebook

-

- Koel box

- party set

- tv gifts

- test eop (conyehue)

bier quiz / facts

Share

Spiegels  
\* Kijkgat

licht in pak

licht in display

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

Spot light op shelve

Spotlight account

\* \* Vergroot glas in packaging  
\* \* heel klein kijk gat  
high doors

- verrekijker / toneelkijker  
meeverpakken als gadget
- via Facebook inzoomen op  
\* Landkaart waar Grootsh te  
\* \* verknijpen is → spot on

spot

+ ~~Ingredients~~

- Focus op distinctive taste
- Geur van bier

\* Verpakking met embossing

- Ingredients ?!

✕

- Hugh Hefner design laten maken

- Rubber

- Vieux Clignac beugel haken

- V/ Beugel in park tas

- \* Rubber feel deave

sense

- Kaart v/d wereld uit 1615

- The world according to Peter Cuyper

\* Colour the world green promo

\* Timezones op verpakking

- Facebook link met Grolschdrinkeas

\* Promo "trip around the world"

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

als je deksel open doet link naar Facebook

AR

\* time zones

\* talen .. cheers .. preest

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

\* Travellers pack

- Suit case i.p.v. dees

- Link met Grolsch Nation



- International party pack

international

~~gebruik~~

- chip met geluid in sluitzegel  
→ openmaken

- Subrosa.

\* X Cryptex

- ~~Ring~~ beugel rijk

- Vergrootglas

- Plop gedrukt teiege

- opening oplossing op internet

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

- dat je code moet zoeken op internet  
openingsmethode

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

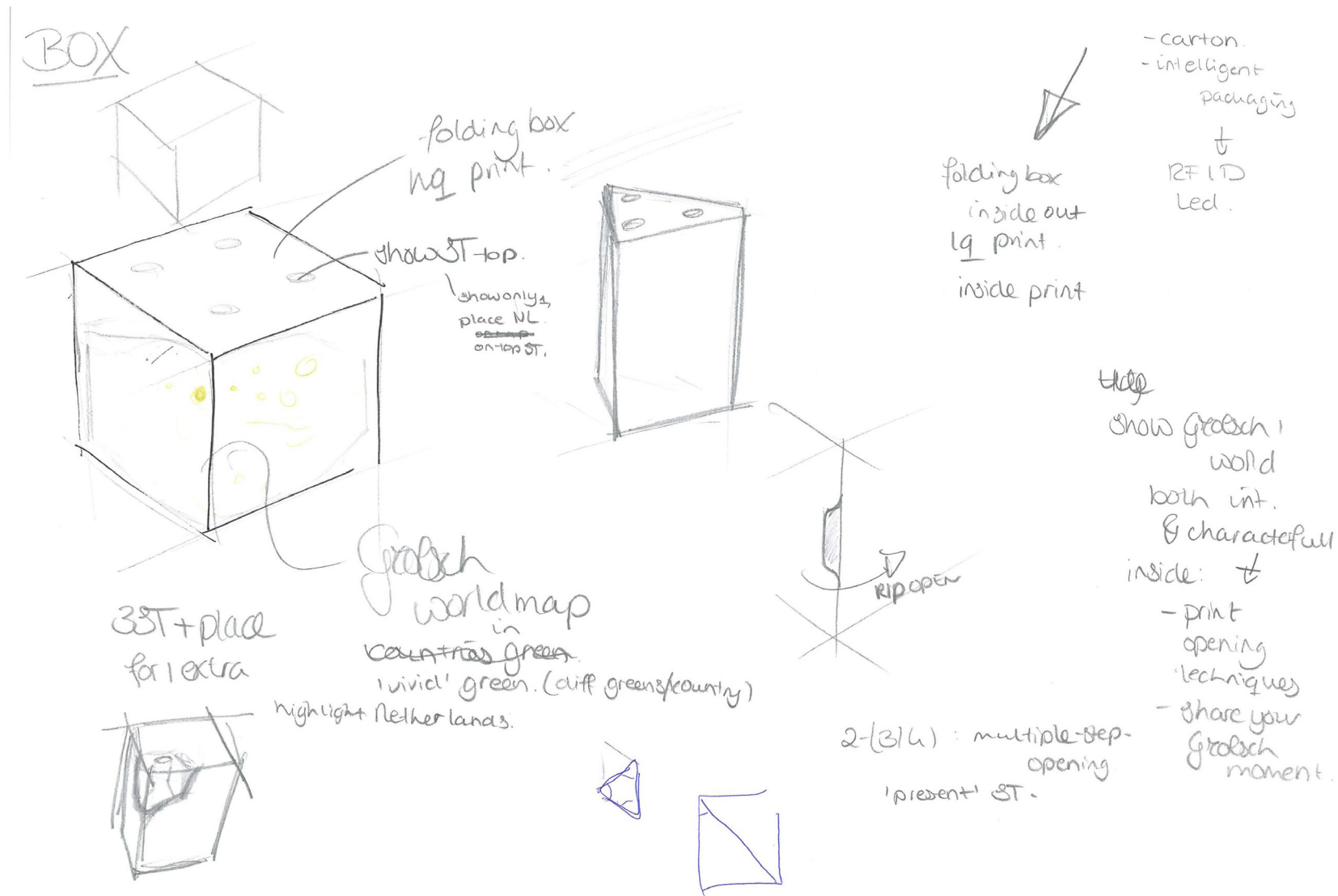
- Share pack waarbij de ~~g~~manier  
om te openen ~~by~~ naar de  
Sharende persoon wordt gestuurd.

\* - Choede Interesting Coin

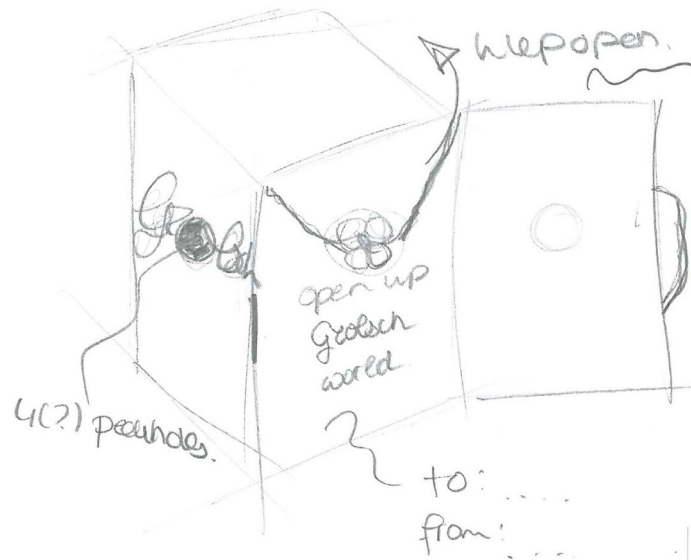
- openbaar van box  
(als skimmer/  
openingstechniek)

Plop

# F. Development 'Box'



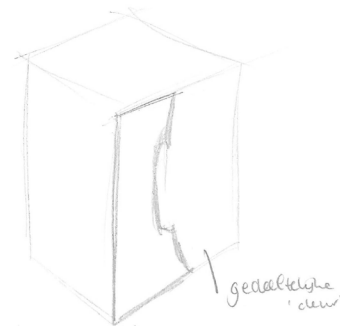




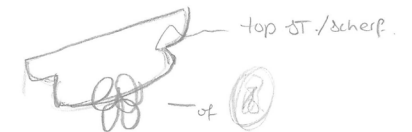
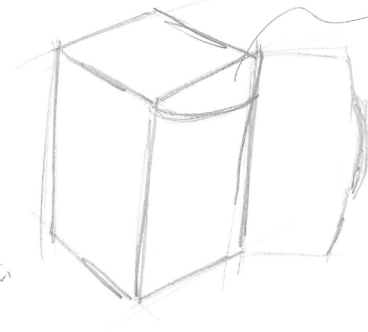
envelope?  
- cheap solution: just carton

~ premium solution: magnet closure.

\*

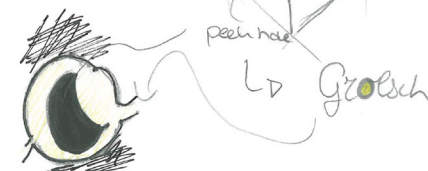
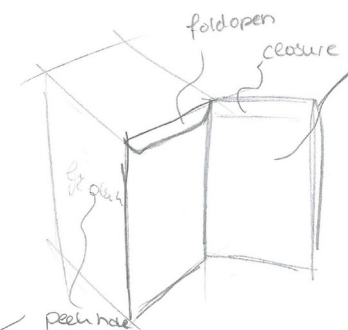
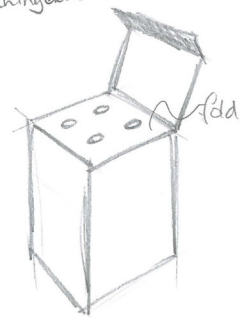
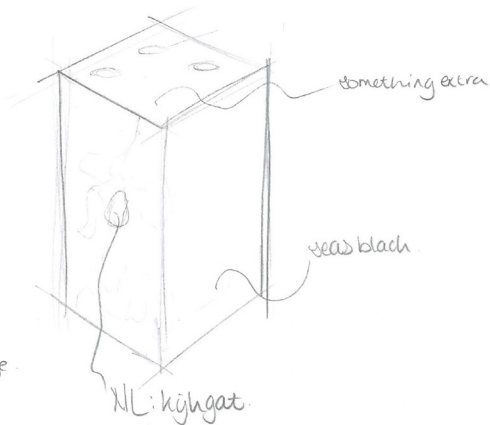
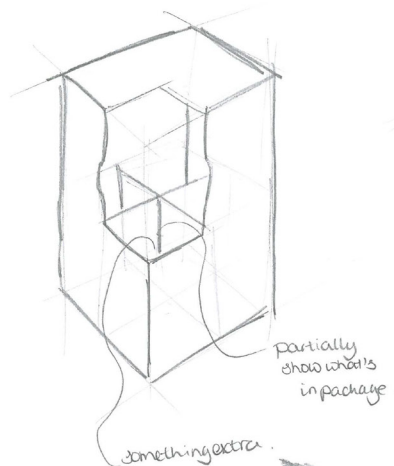
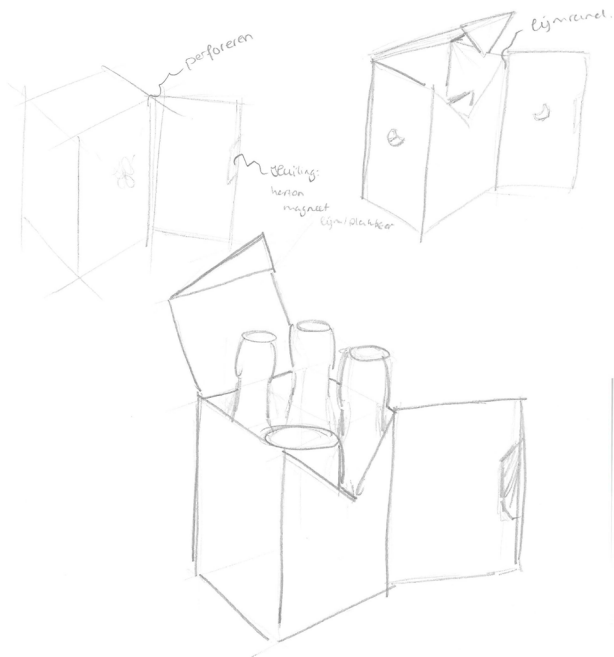


↑  
vouwdoos  
(onderkant)  
± CMA: A0155



golfballen  
↳ E-F-N  
golf.  
off tot / van  
druk  
(bier flesjes  
verpakking:  
dubbelwand)  
↑  
oplage  
71 ml.





Celebrate Grolsch' world!

- \* literally, world map
- \* Grolsch heritage
- \* Bouwtrap

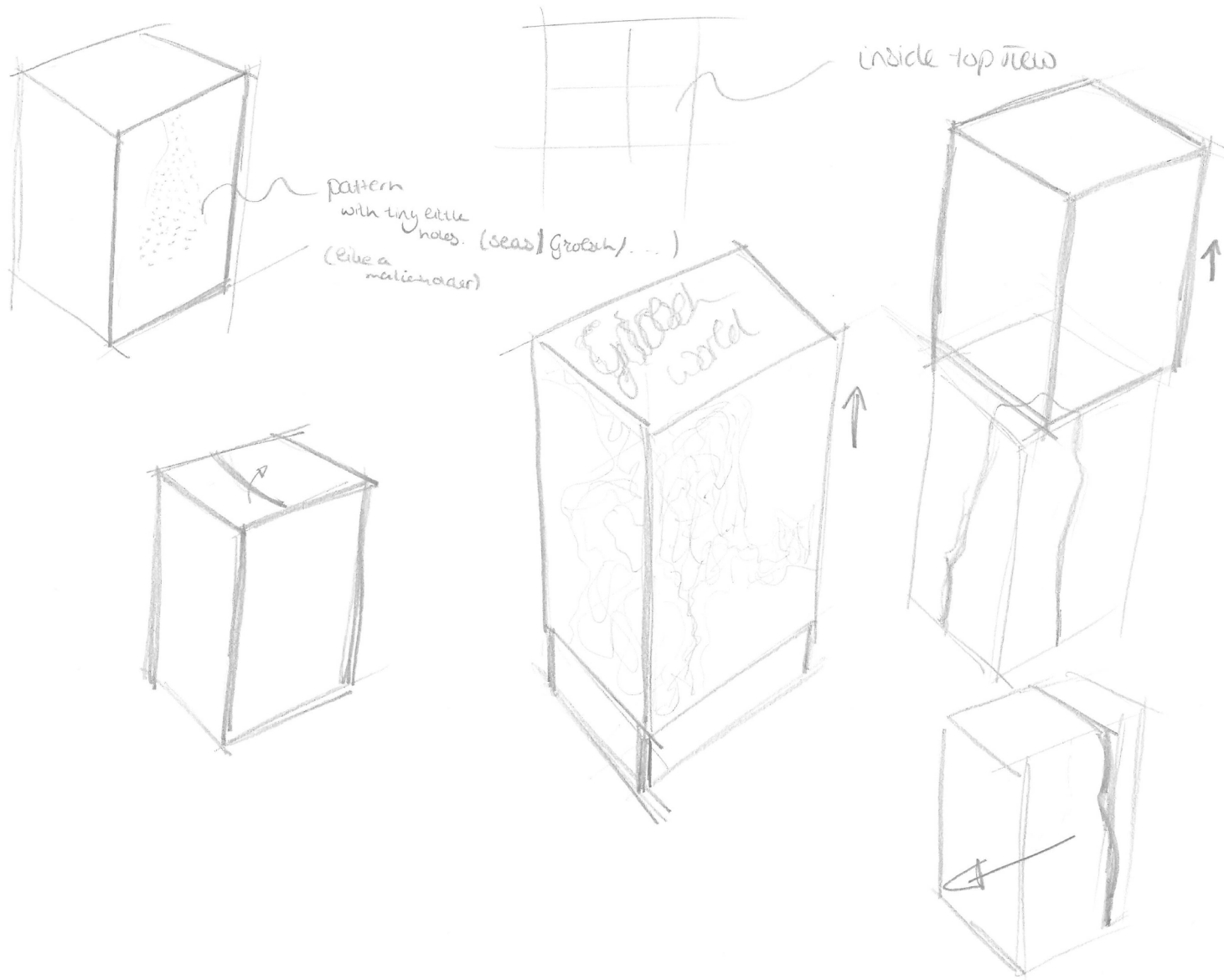
opening:

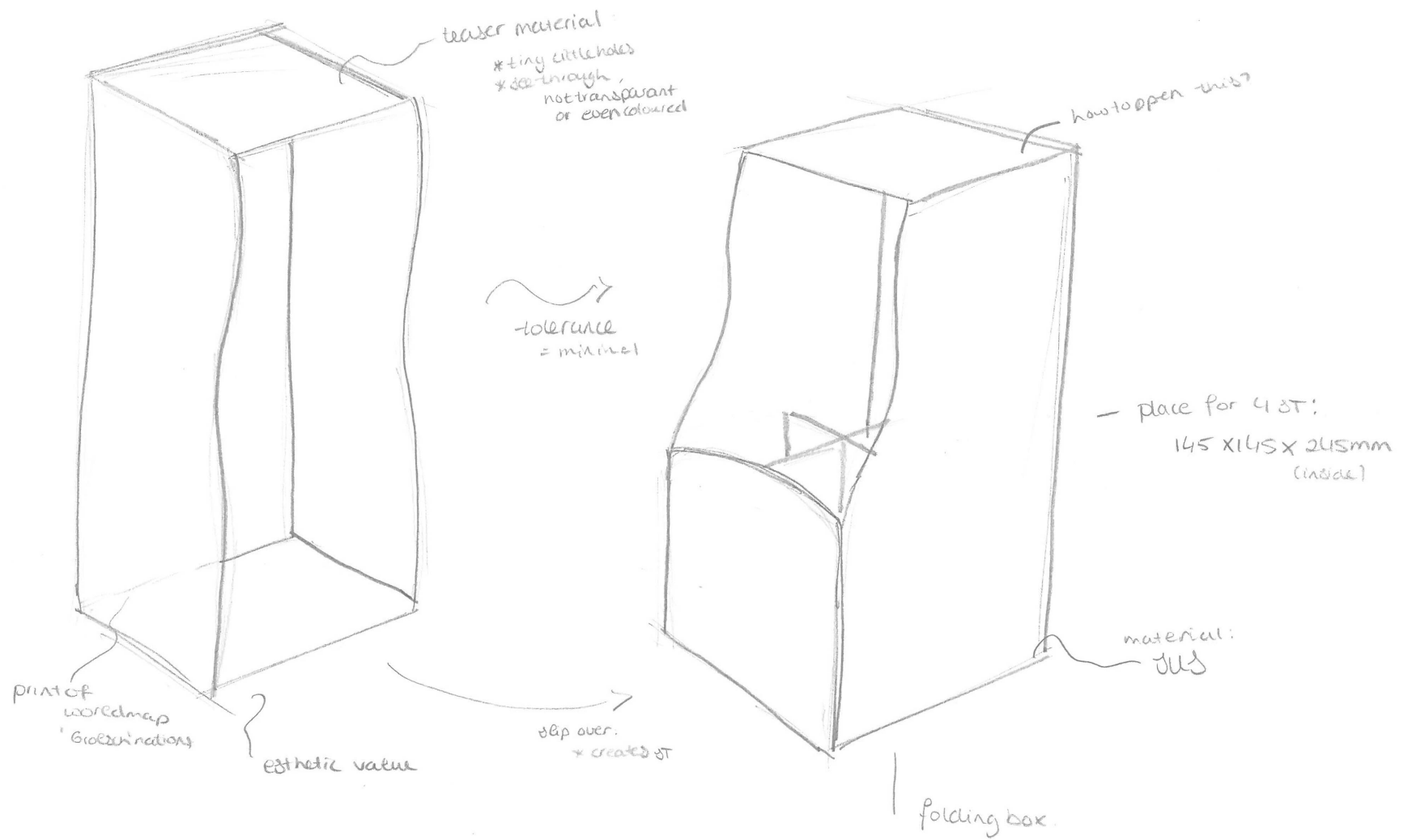
- fold
- rip
- smash
- break

multiple step opening.

open: welcome in  
Grolsch' world,  
partici pate bla bla.

ont zegelen.  
2 ealzegel.



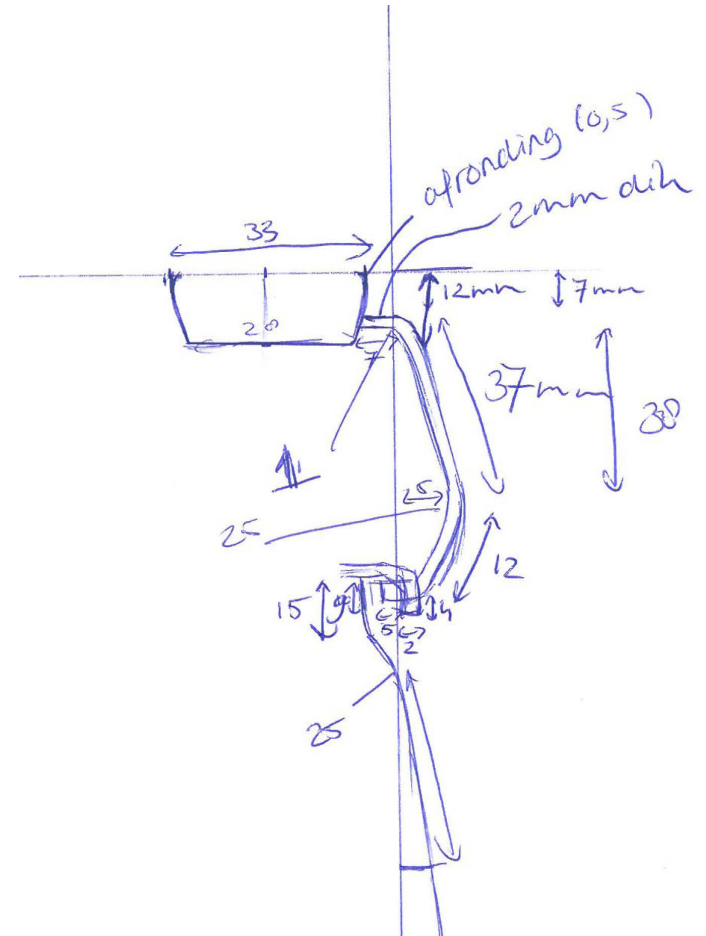
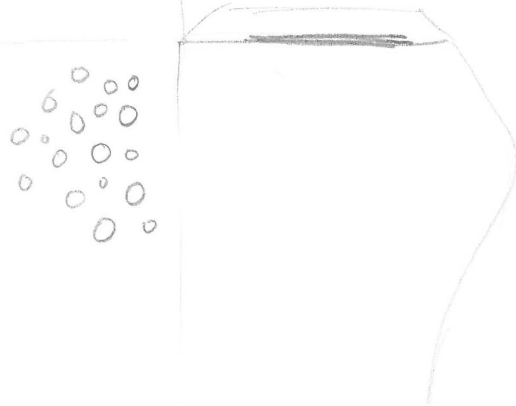


material:  
 - vouwharton 850μ  
 - massief beton 800μ

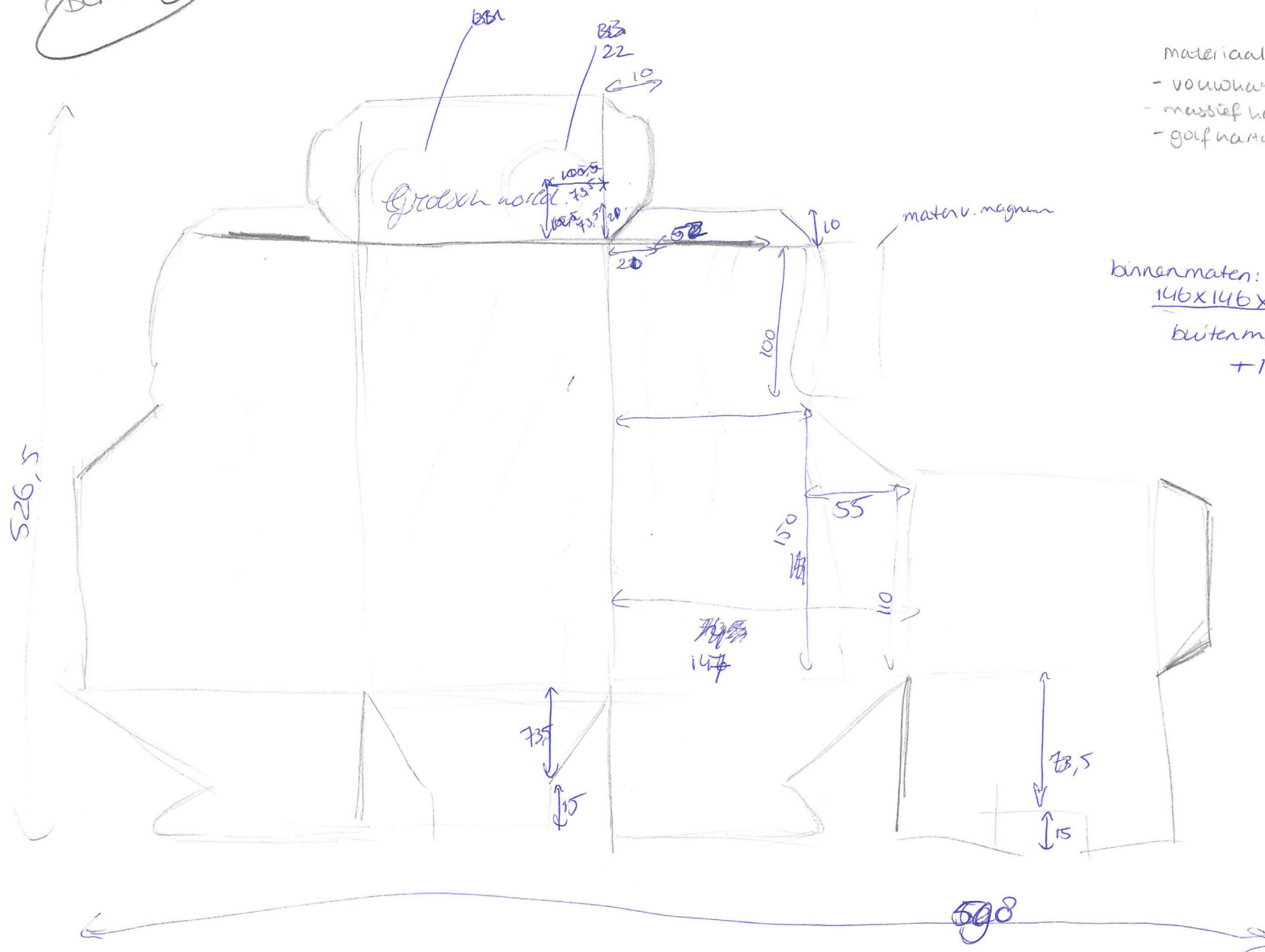
solid / holes  
 (partly holes)

md keuze:  
 patroon v. gaatjes of niet?

verschillende groottes:  
 'bruisend biertje'  
 random pattern



Bemating



Material:

- vouwhout (3000/8000)
- massief hout (3000/8000)
- golfhout (0,5mm)

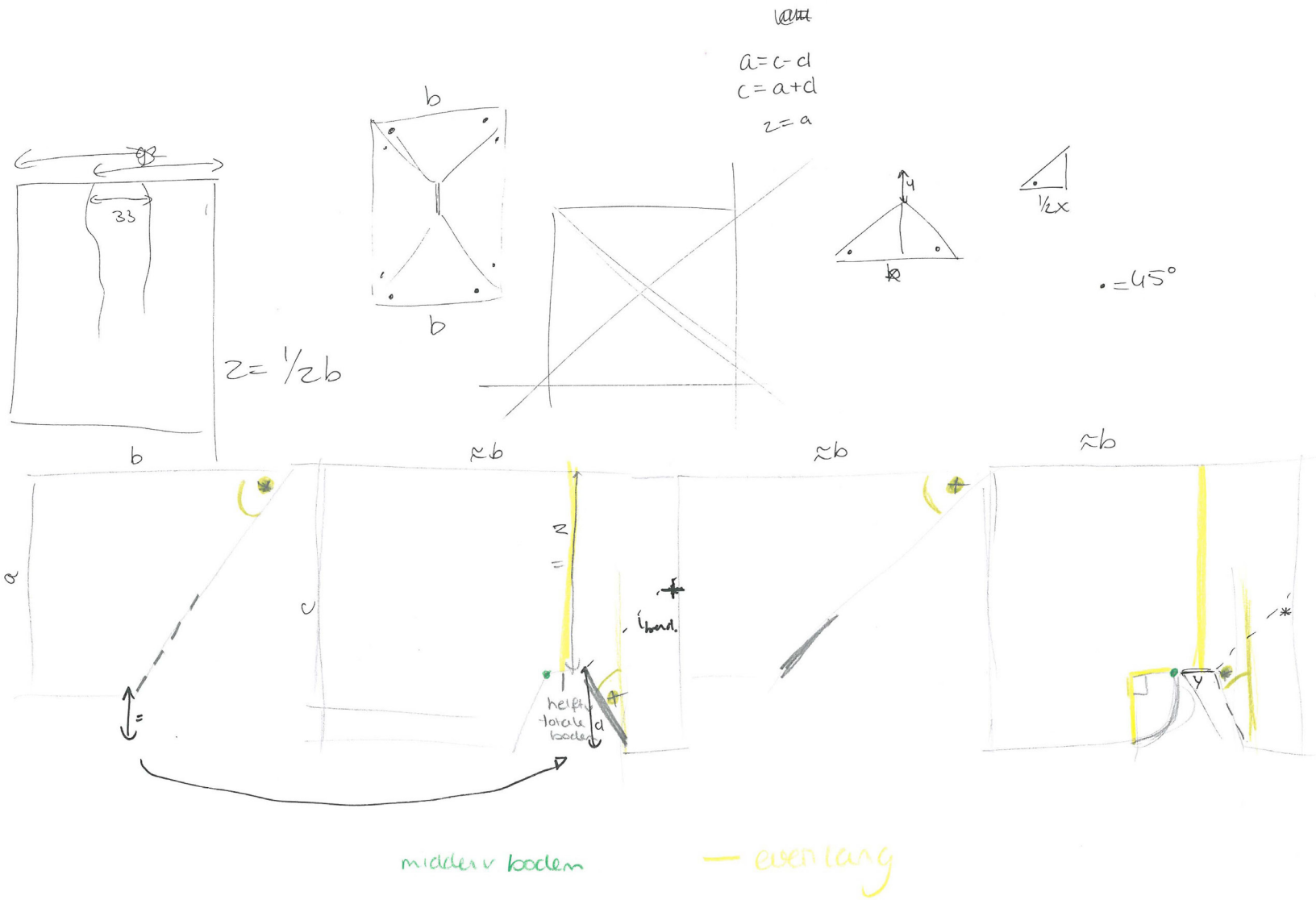
LD N-groef?  
flute

binnenmaten:

146x146x245

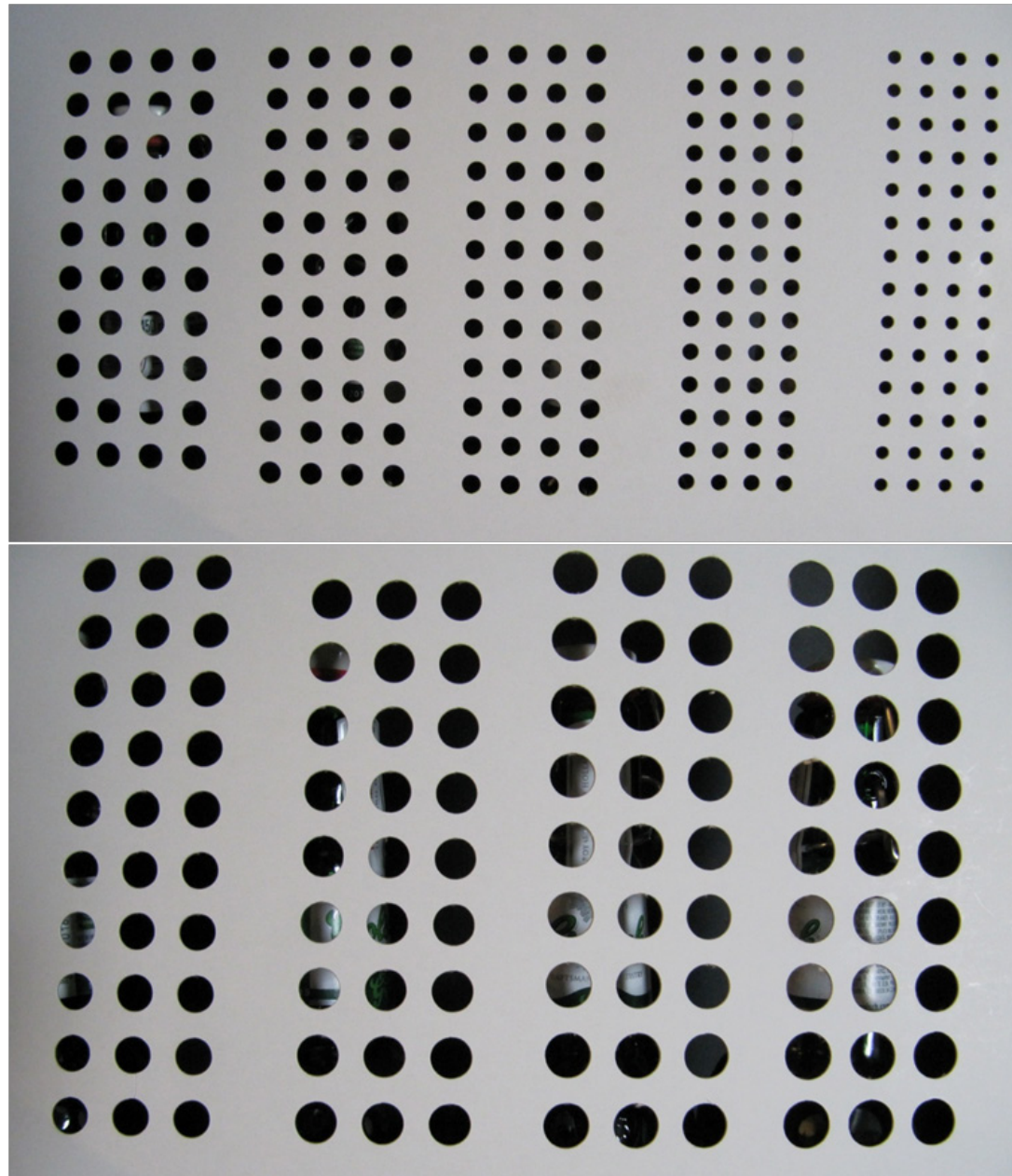
buitenmaten:

+1mm bij het  
totaal!



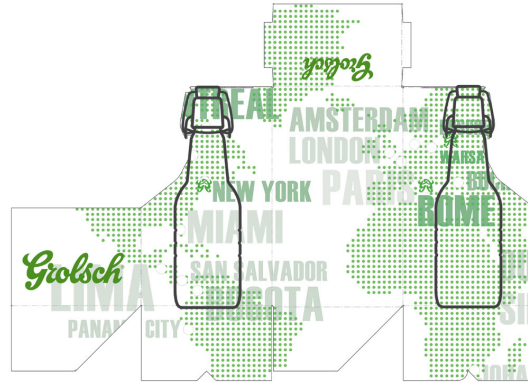
## G. Holes test

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

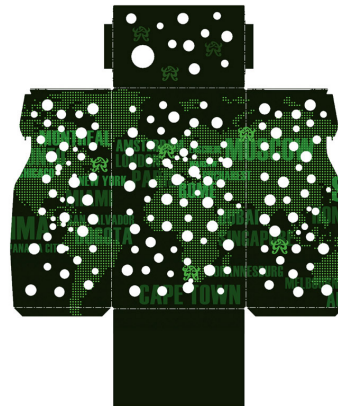




# H. Plano 'Box'



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





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

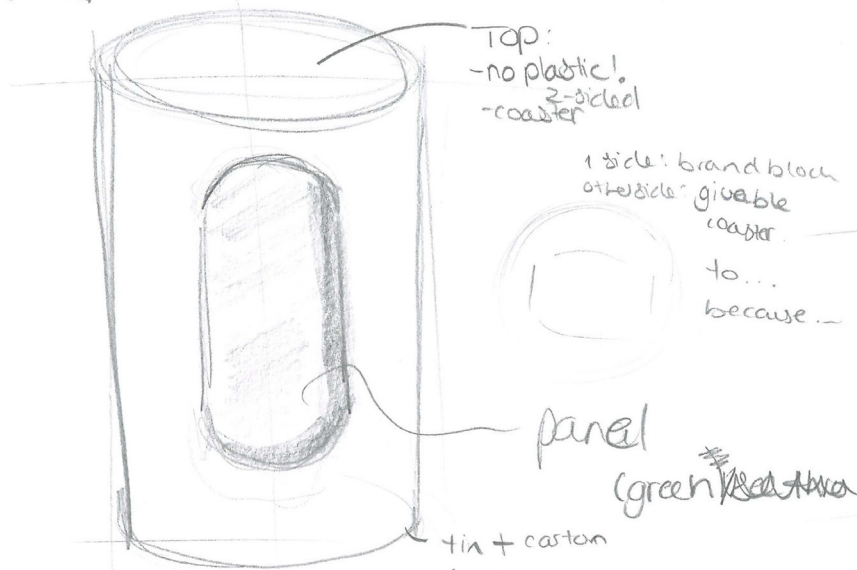
**CONFIDENTIAL**

## J. Cost estimation 'Box'

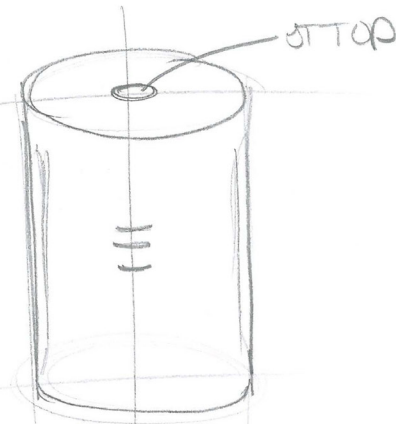
**CONFIDENTIAL**

# K. Development 'Tube'

KOWER



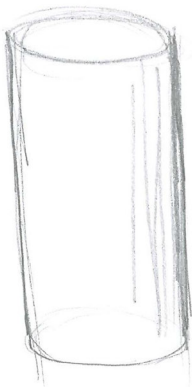
tin + carton  
(pringles)  
~~not~~ embossing/debossing  
possible?



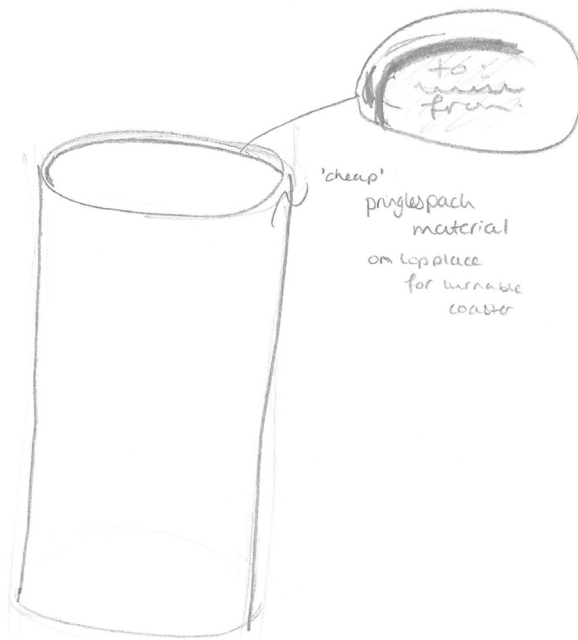
- opening <sup>but</sup> beautiful  
- cheap + expensive  
solution

MATERIAL:

- Tinplate
- pringles pack:  
metal + carton + top  
+ plastic
- carton <sup>replace!</sup>

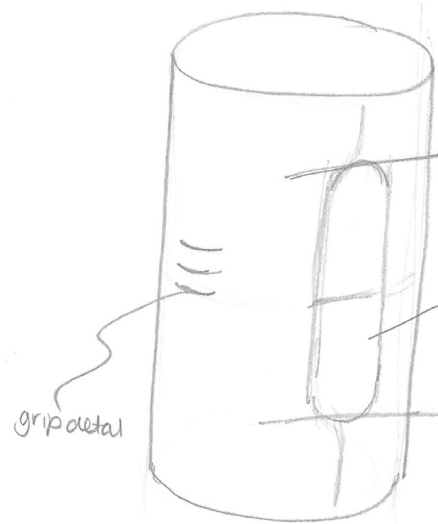


top view  
Amerikaense voodood



more expensive solution!

- metal tinplate / aluminium?
  - plastic? → blow molding
  - same shape as bottle
    - characteristics:
      - embossing & debossing
      - flat surface
      - thread at top, solid top
- ↓ DW model?
- ↳ hoe maken?



flat surface, glass transparent? with glass embossing

3 parts.

bottom - metal

top - metal

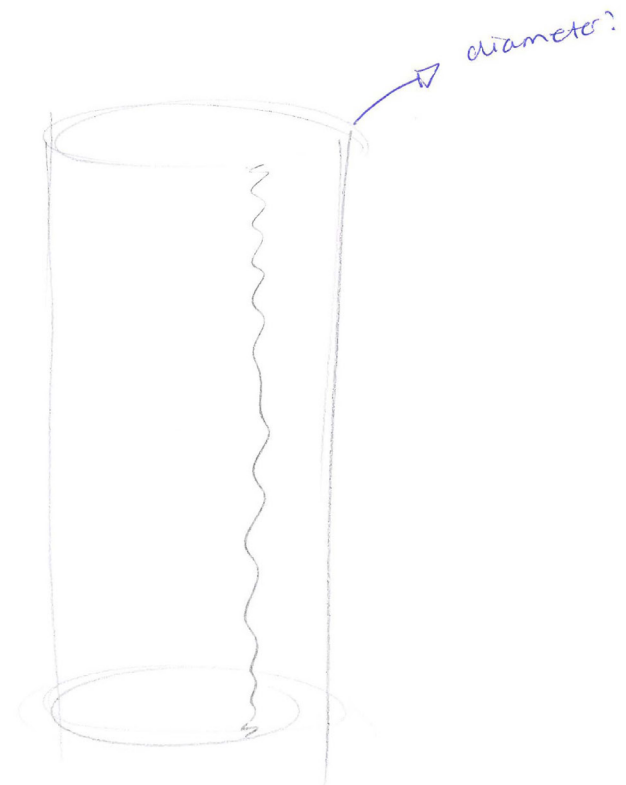
body - cardboard/plastic?



Top.  
(embossed)

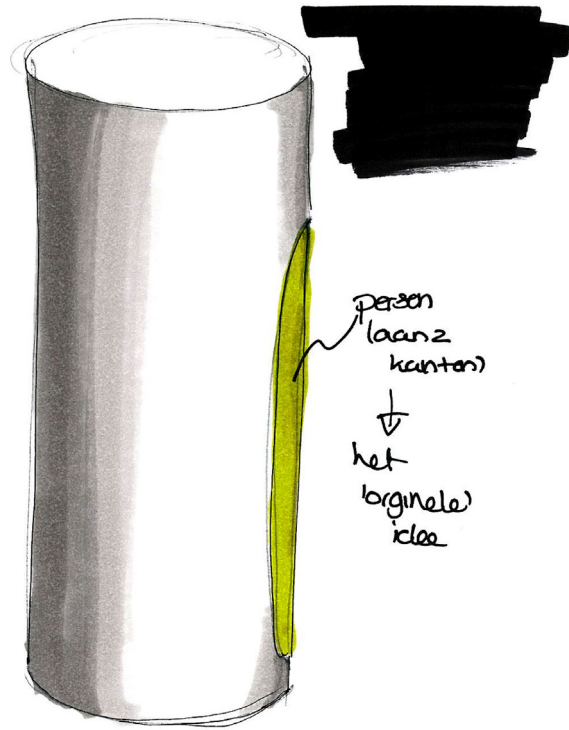


bottom

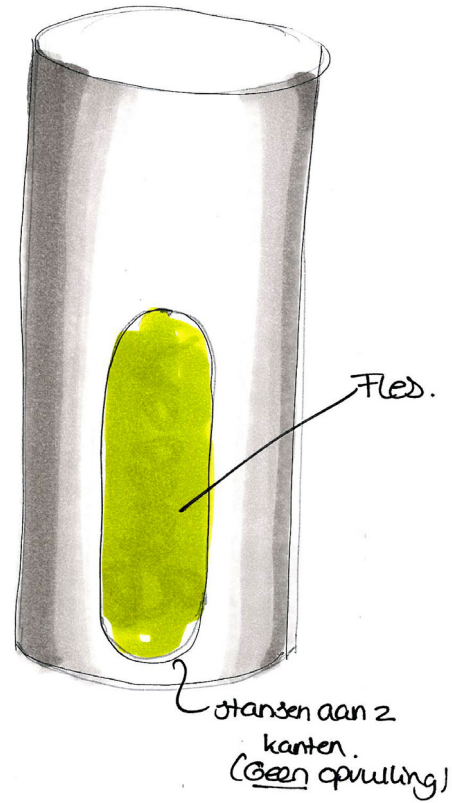


body (printed)

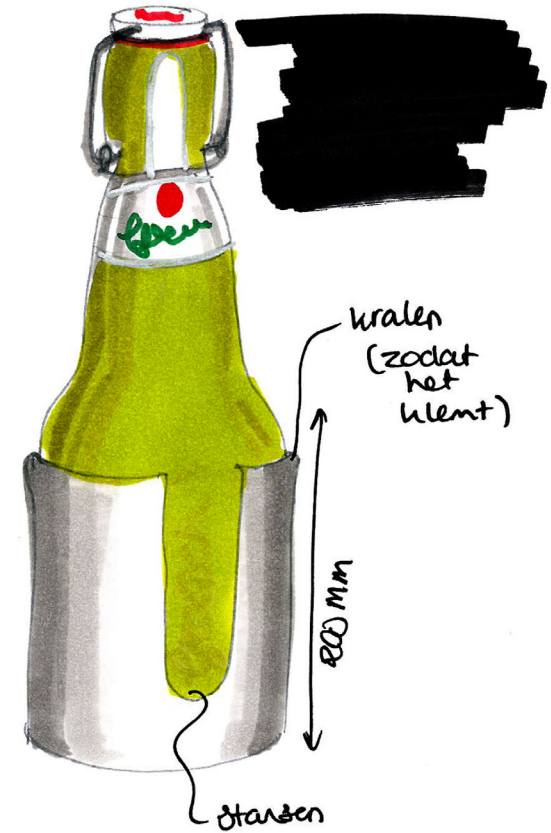
# L. Options Tupak



Option 1



Option 2



Option 3

**CONFIDENTIAL**

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

**CONFIDENTIAL**



## 0. Cost estimation 'Tube'

**CONFIDENTIAL**

*Grolsch*<sup>®</sup>