



## CLIENT NEED

US FMCG wanted to launch a limited-edition healthcare/beverage in Asia based on an existing product line in the US. We were asked to localize and design for the Asian market. Following the OC methodology, we created packaging that **incites emotions** such as:

- Confidence
- Personal development
- Creativeness
- Understand yourself
- Boldness
- Internal exploration
- Emotional explosion

It was interesting to incite emotion through packaging.

Our methodology helped us create an ecosystem to test potential design ideas.

## INDUSTRY

The consumer goods and FMCG market is constantly evolving to meet consumer demands. Digital innovation, the coronavirus pandemic, and an increased focus on sustainable and healthy habits has been just some of the biggest influences on the consumer goods market in recent years.

Digitalization has put consumers in the driver's seat. Online ecommerce enables endless comparison of products on the spot. Consumer goods companies must optimize their marketing strategies and brand awareness to maintain customer loyalty.

## OUR PROCESS

We started by gathering information about the market through desktop research.

To gain insight into consumer behavior, we conducted a series of co-creation workshops with consumers and experts over a week-long period.

During these workshops, we co-developed new ideas and validated initial concepts.

Afterwards, we began designing the packaging. Transferring emotions into a beverage product was a multidimensional process, but our research and workshops gave us an edge.



As an **innovation consultancy**, we did the following:

- desktop and user research
- 2 workshops
- brainstorm for the packaging
- 30 designs
- 2 directions
- 8 final artworks



## WE AT ORANGE-CIRCLE

We provided the client with two design directions based on local trends. Each set of directions contained the completed artwork, messaging and overall design.

By using packaging to incite emotion, we worked to cater to a localize the product for a sector of the market.

## CREATIVE

Creativity and innovation go hand in hand to provide:

- user and market research
- product innovation and design
- digital and technology
- experience and service design
- co-creation workshop

## BUSINESS

With innovation as our guide we offer the following:

- local market research
- product strategy
- technology research
- project execution
- innovation training

## LET'S TALK!

We are an award winning innovation consultancy that creates solutions powered by creativity and business acumen.

Whether you're a multinational company, small business, or start-up, we can bring your projects to life.

## CONTACT US

**Email :** [info@orange-circle.com](mailto:info@orange-circle.com)

**Web:** [www.orange-circle.com](http://www.orange-circle.com)

Founders Georgios Marketakis, based in Shanghai, and Michael Dimou based in Athens combined management consulting and design to create ORANGE-CIRCLE. We believe that innovation and creativity (ORANGE) should have no boundaries or borders. Therefore, we bring the best to our clients from our global network (CIRCLE)