



# The third moment of truth.

The importance of pack as a strategic brand asset and the opportunities that pack offers as a way for brands to offer meaningful differentiation in the context of changing attitudes, behaviours and marketing touchpoints.

Amazing packaging ...





**Available as multipack...**



# Packaging is a hero...



Protects



Identifies



Informs



Categorizes



Differentiates



Disrupts



Delivers





**But  
sometimes we  
over-elaborate**



# Brands used to operate with fewer restrictions



## Salem refreshes naturally!

**Natural Menthol™ Blend**  
(means naturally fresh taste)

Salem's unique blend features natural menthol, not the kind made in laboratories. Like our superb tobaccos, our menthol is naturally grown. You'll get a taste that's not harsh or hot...a taste as naturally cool and fresh as Springtime.

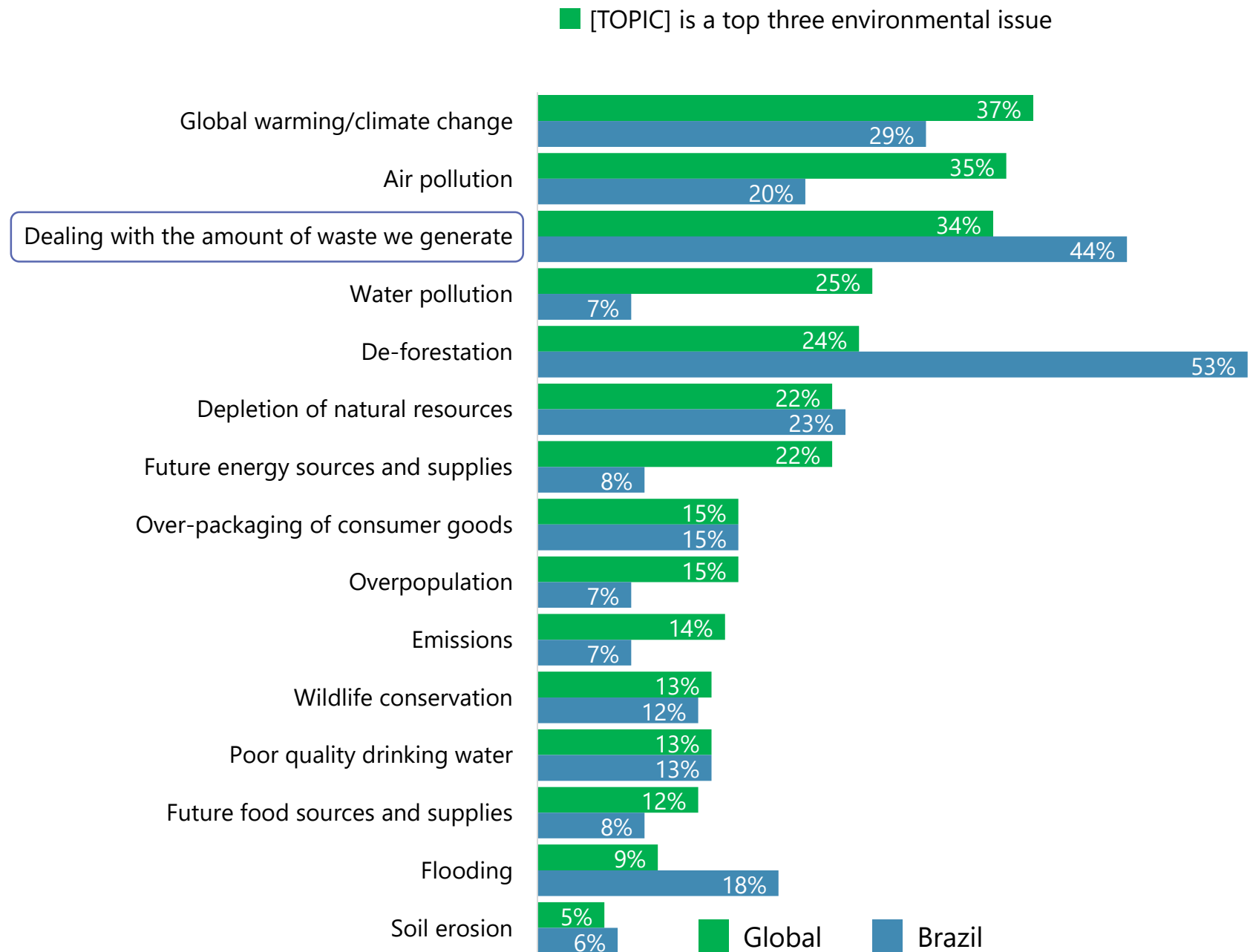
© 1972 R. J. REYNOLDS TOBACCO CO.

**Times change. We're not far from  
environmental health warnings...**

## Top environmental issues globally

### Dealing with waste #2 issue in Brazil after de-forestation

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?



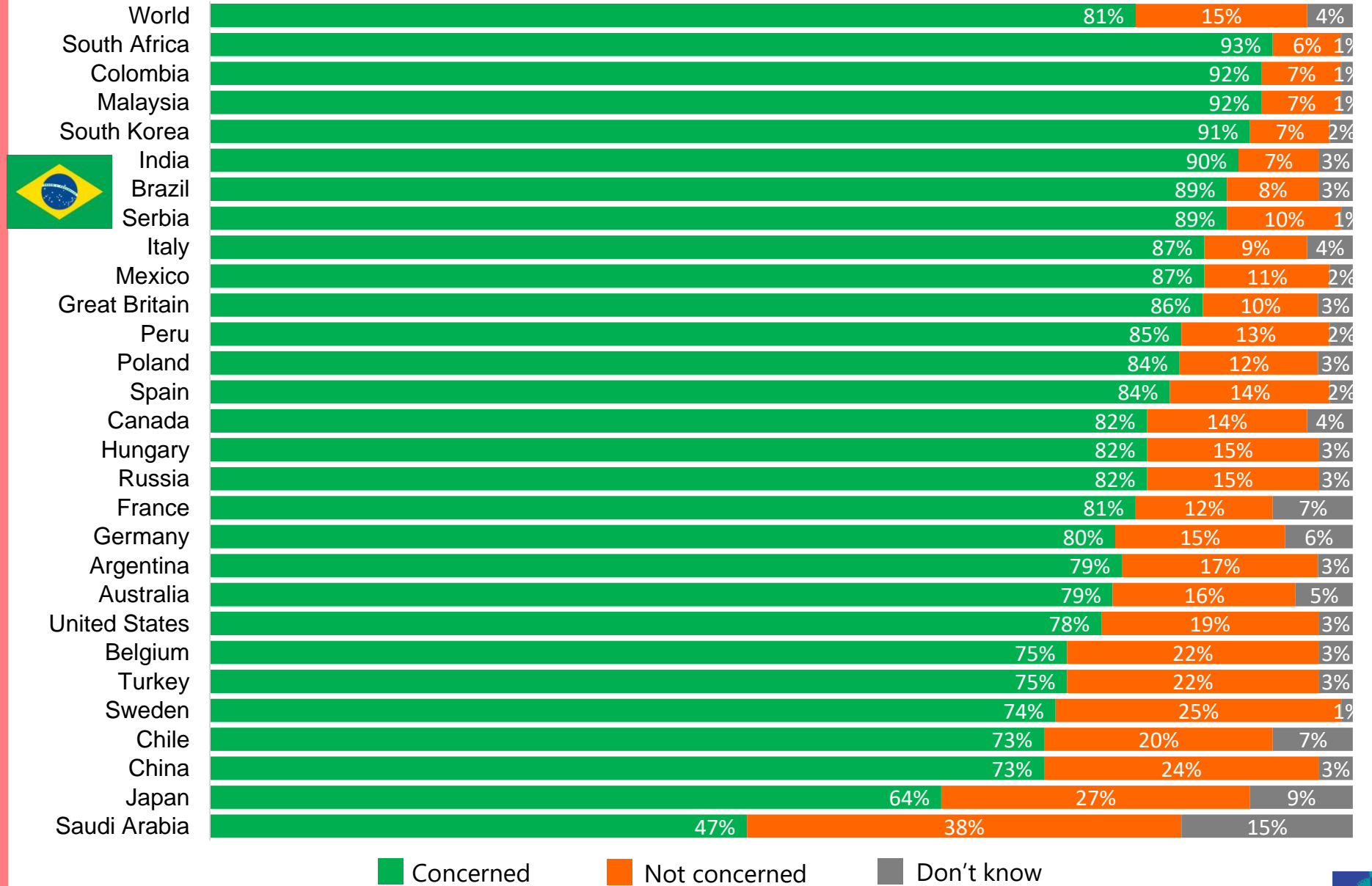
Base: 19,519 online adults aged 16-74 across 27 countries February 22 – March 8 2019



**Concern with the use of disposable, non-recyclable products**

*Brazil: 10X more people concerned than not concerned*

**Q. Some people have recently been discussing the effects on the environment of plastic packaging, plastic bags, and other disposable objects which cannot be recycled. How concerned, if at all, would you say you are about this issue?**



Base: 19,519 online adults aged 16-74 across 27 countries February 22 – March 8 2019



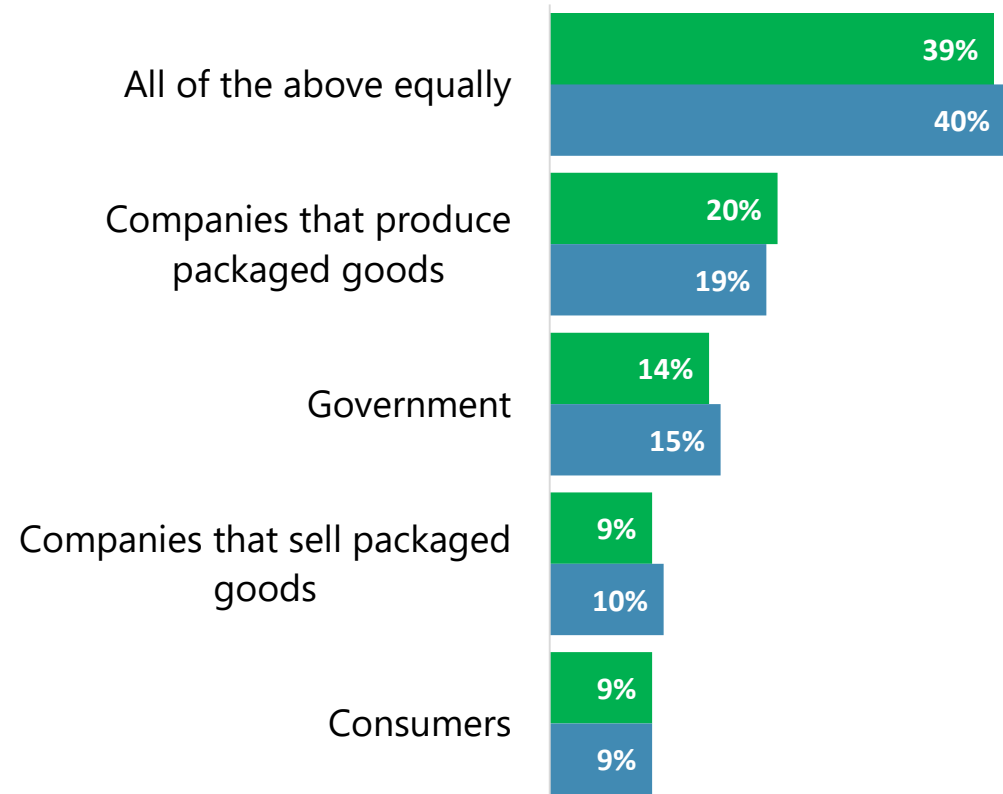
# People believe they do their bit.

## Collective issue but more government and manufacturers problem to solve

Q. Which if any of the following would you personally do to reduce the problems caused by unnecessary use of plastic and packaging that cannot be recycled?



Q. Who if anybody do you believe should take most responsibility for finding a way to reduce the amount of unnecessary packaging which is sold?

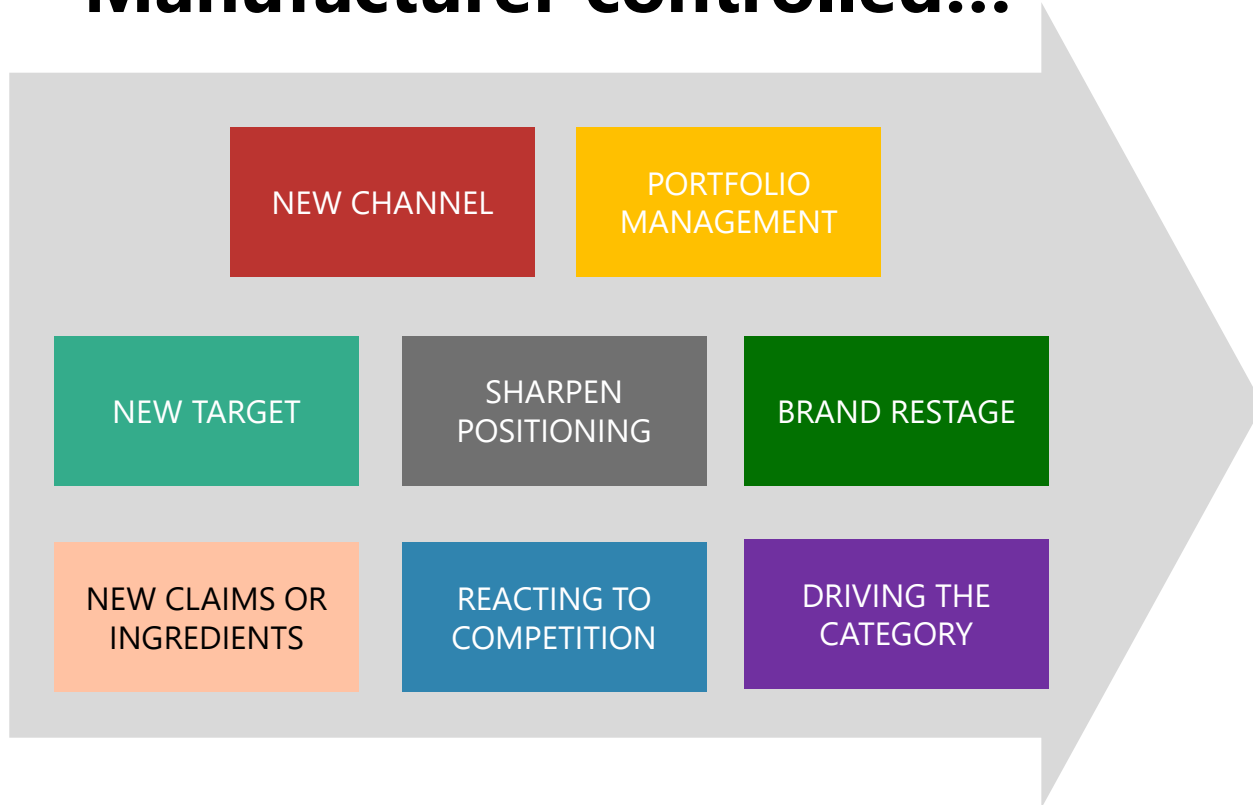


■ Global ■ Brazil

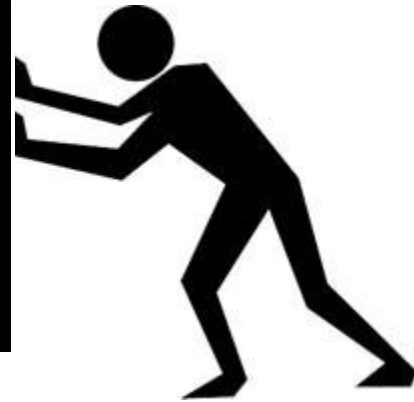


# Increasingly there are new agents of change (less in control of manufacturers)

## Manufacturer controlled...



## External forces ...





For the first time in a long time brands are making serious commitments to make a difference, and the consumer perception in this area has grown almost exponentially in terms of how frequently sustainability is mentioned. As a result, regulations have continued to grow fairly rapidly across the world. McKinsey & Company



# Sustainability – Why this matters



Seek to achieve 100% recyclable, reusable, or industrially compostable packaging for its private brand packaging by 2025

To Press Releases list

Dec 6, 2018



Nestlé announced the creation of the Nestlé Institute of Packaging Sciences...a step further to make 100% of its packaging recyclable or reusable by 2025.



Announced at the World Economic Forum in Davos, Loop will allow consumers to 'responsibly' consume products in refillable packaging which is collected, cleaned, and reused, TerraCycle said.

# Example initiative: Starbucks



Follow

We're removing plastic straws in our stores globally by 2020—reducing more than 1 billion plastic straws per year from our stores.



New strawless lids to replace plastic straws

[news.starbucks.com](https://news.starbucks.com)

## Greener Cup



We're working to shrink our environmental footprint and meet the expectations of our customers by increasing recycling, promoting reusable cups and reducing the waste associated with our cups and other packaging.





## BIG UPSIDE WHEN BRANDS TAKE INITIATIVE

	Total	Age 18-34	Age 35 +
I felt much more favorably about the brand	20%	27%	16%
I felt slightly more favorably about the brand	18%	21%	16%
It did not change my impression of the brand	43%	36%	47%
I felt slightly less favorably about the brand	4%	5%	3%
I felt much less favorably about the brand	5%	3%	5%
I did not know about this announcement until now	11%	9%	12%

NET 40% OF 18-34 YEAR OLDS ARE POSITIVE

# Brands can get a lot of credit



## LEADERSHIP

"They're not waiting until they're being told to do it"

"They seem to be taking a stand and leading the way"

"Some companies have to set the way for others to follow"

"someone had to lead with the example"

## SOCIAL CONSCIENCE

"it showed me that they care about sustainability"

"Starbucks really cares about mother earth"

"A conscience for society!"

"They are thinking of the environment, not just bottom line."

## STEWARDSHIP

"They are doing their part"

"That is doing their part to end plastic pollution"

"Because it shows a commitment"

## RAISING AWARENESS

"Straws weren't something I really thought about before, so I'm glad they brought up the issue to highlight a simple thing we can do to help the planet."

**And increasingly place sustainability at the core of the proposition**





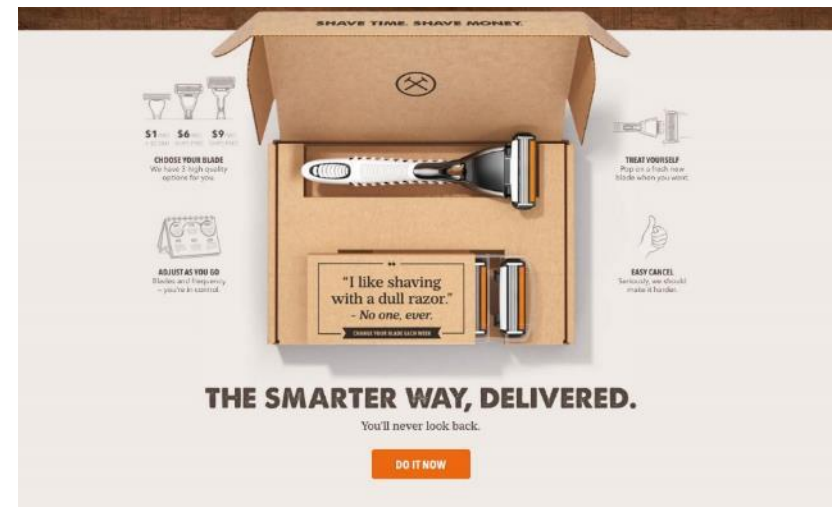
# Ecommerce – Why this matters

## Amazon Sets Deadline For CPG Brands To Overhaul Packaging

Manufacturers with products identified for the packaging improvement program will be charged an additional surcharge on non-compliant items of \$1.99 per item shipped

Brands that upgrade their packaging to meet the requirements ahead of the deadline will be rewarded with a credit of \$1.00 for each item shipped.

**\$2.99 impact on bottom line – per pack!**



# Opportunities to do things differently





# Opportunities to do things differently – Brazil

## Intelligent



Embalagem inteligente diz-nos se alimento está estragado

CURIOSIDADES, TODOS • COMMENTS (9) • 18473

## Reduce

**INOVAÇÃO DE PRODUTO**  
**ANTITRANSPIRANTE COMPRIMIDO UNILEVER**  
 RESULTADO DE 10 ANOS DE PESQUISA

- redução de 30% de alumínio nas embalagens;
- 50% de redução de gás propelente (responsável pela saída do produto de dentro da lata);
- 39% menos caminhões nas ruas;
- 65% mais produtos acondicionados por pallets
- 39% de redução no número de pallets necessários para transportar os produtos;
- redução de 30% de impacto no meio ambiente durante o ciclo de vida do produto.
- Tecnologia compartilhada.

## Alternative (Paper Straw)



## Reduce



## Reduce



## Recycle





# Creating news...



[Carlsberg swaps plastic for glue on six-packs to curb pollution](#)

The Telegraph

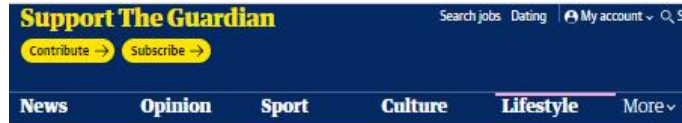
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News

## Carlsberg glues beer cans together becoming one of the first breweries to abandon plastic rings



Beer

## Carlsberg to replace plastic ring can holders with recyclable glue

Danish brewer will be the first to ditch pack rings in a move it says will reduce plastic by up to 76%

Rebecca Smithers  
Consumer affairs correspondent  
Thu 6 Sep 2018 11:06 BST  
6,272  
This article is over 5 months old



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## Beer company glues six-packs together to get rid of plastic rings

by Olivia Feld, The Sun | September 7, 2018

## Carlsberg set to scrap all plastic rings, cut waste

By Zhu Wenqian | China Daily | Updated: 2018-10-11 07:50



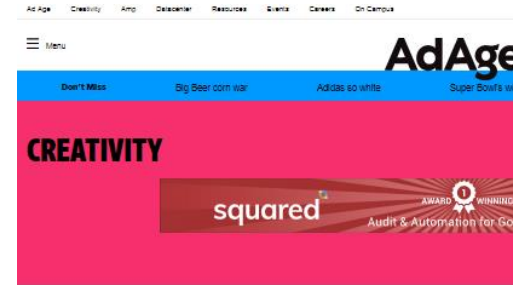
In what Carlsberg describes as a world first, the Danish brewer has introduced a packaging concept named Snap Pack that connects beer cans with glue. The new packaging will replace traditional plastic can holders and significantly cut waste.

The packaging is expected to launch in China next year, but an exact date has not been announced yet, the company said.

So far, the Snap Pack has been used in the United Kingdom and Norway. It will debut in other European countries this year.



Inventor Christopher Stuhmann stumbled upon the idea of gluing beer together after a trip to the hardware store.



CREATIVITY

squared

AWARD WINNING  
Audit & Automation for Google Ads

## CARLSBERG'S ENVIRONMENTALLY-FRIENDLY PACKAGING HOLDS SIX-PACKS TOGETHER WITH GLUE

Idea eliminates the need for plastic rings altogether

By Ann-Christine Diaz | Published On Sep 10, 2018



Most Popular

- Guinness Clear is the brew brand's completely color-free beverage
- The xx Video Starring Millie Bobby Brown, Ashton Sanders and Paris Jackson Is Also a Calvin Klein Ad
- Charlize Theron walking naked out of a pool is what female empowerment looks like in Dior's world



# Creating news...Brazil

MARKETING

## Skol lança pack especial que gela latas sem tirá-las da embalagem

Pack especial comporta gelo e 15 latinhas

Por AdNews  
 © 8 jan 2018, 15h50 - Publicado em 8 jan 2018, 15h12



### McDonald's e Starbucks vão deixar de comercializar copos de plástico e papel

Até 2020, uma das redes promete 100% de embalagens ecológicas.

Seu cartão? Construtoras devem pagar indenização por obras atrasadas

**EM OBRAS**

Se você está tentando entrar no mercado porque a obra não acabou, a indenização deve pagar uma indenização ao cliente.

Além disso, se os materiais tiverem danos devido ao atraso, o problema fica por conta dele, assim como o tempo do consumidor que fica sem o produto novo.

Instagram: @almanaqueos  
 Segue a gente!

Redação - Almanaque 505  
 Publicado: 26/01/2018 11:10 | Atualizado: 26/01/2018 11:24



maxisite.net  
 INTERNET SOLUTIONS

Abra para sua Coca-Cola e Aperte o play

**REALIDADE AUMENTADA:**  
 campanha de natal da coca-cola

**SAIBA MAIS:**  
[www.blog.maxisite.net](http://www.blog.maxisite.net)

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### Coca-Cola traz realidade aumentada para suas embalagens de Natal com a família urso

Coca-Cola Brasil | 3/12/2018

15 pessoas curtiram isso. Cadastre-se para ver as que seus amigos gostam.

COMPARTILHAR:



# Growing recognition of pack's key role at multiple moments of truth ...

**Zero moment of truth**  
Memory saliency

**1<sup>st</sup> moment of truth**  
Stand out in store

**2<sup>nd</sup> moment of truth**  
At home, on the go, in-use...

**3<sup>rd</sup> moment of truth**  
Disposal and recycling



Tangible features that define packaging

Ability to stand out from its competitive set

Experience and functionality which drive repeat

Pack's role as a positive sustainability driver



# What the future might look like

