



R.I.T



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# TABLE OF CONTENTS

1. Design Objectives	11. Prototyping	21. Gear Graphics
2. Products	12. Design Ideation	22. Final Package
3. Market Analysis	13. Branding	23. Contents
4. Visual Audit	14. Shipper Dielines	24. Opening Experience
5. Competition	15. 2" Dielines	25. Product Categories
6. Target Audience	16. 3" Dielines	26. Package Materials
7. SWOT Analysis	17. Inside Dielines	27. Seth
8. Graphics Inspiration	18. Shipper Graphics	28. Storage & Reusability
9. Package Inspiration	19. Fuel Graphics	29. Point of Purchase
10. Concept Generation	20. Shelter Graphics	30. Future



# DESIGN OBJECTIVE

Design packaging for the contents of a subscription box package that enhances the customer experience and can be reused for storage.

## PACKAGE FEATURES:

- Package should have innovative functional distinctions that enhance the customers unboxing experience and set it apart from the competition
- Package should protect and secure the products
- Increase brand recognition
- Influence customers to become loyal subscribers
- Appeal to adult consumers
- Feature the renewability, recyclability, versatility, and innovative qualities of paperboard
- Minimum 70% Paperboard
- Outer package should not exceed 10"H x 10"W

## OTHER REQUIREMENTS

- Expansion into a retail environment
- Expansion of the brand into ongoing subscription boxes





## CONCEPT

**Venture box is a hiking gear and essentials subscription boxed aimed at avid and interested hikers. With the combination of products from a variety of uses and needs, venture box aims to be the go-to subscription service for the hiking enthusiast.**



# PRODUCTS

When considering the products that would be included in our subscription box, we looked at items that would be the most useful and helpful to the avid hiker. All of our products are compact and easy to carry, yet hold value and utility to the user.



## NUUN HYDRATION

Nuun tablets keep you hydrated through the use of electrolytes and vitamins. Nuun comes in convenient and environmentally friendly containers, and tablets are added to your own water.



## BUFF

A buff is a simple tube of lightweight stretchy material that can be worn in a variety of ways. It can be made wet for cooling off, or bundled under a hat or jacket for added warmth.



## PARACORD BRACELET

A paracord bracelet is a convenient and easy way to carry emergency paracord rope on your hikes.

# MARKET ANALYSIS

## OVERALL, THE SUBSCRIPTION BOX MARKET IS GROWING AND WILL CONTINUE TO GROW

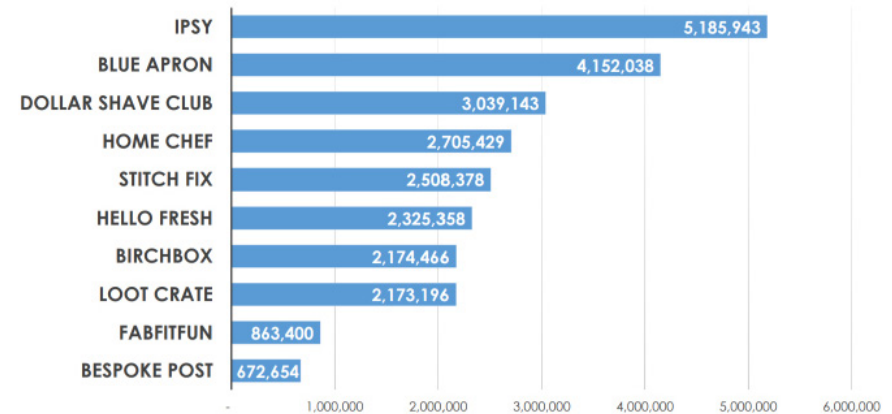
- There are over 2,000 subscription box services in operation as of March 2016
- The average subscriber receives 7 boxes and has at least 12 in their wishlist
- Makeup & beauty boxes are the most popular
- Visits to top subscription sites have grown by 3,000% in the past 3 years

## THE MASSIVE HIKING MARKET

- Most popular hiking and camping gear is water bottles, air mattresses, and flashlights.
- \$4 billion yearly revenue, 1.6% growth over the last 5 years
- 33.06 million hikers in 2011 to 38.67 million hikers in 2015
- Growing demand for eco-friendly and technologically advanced hiking equipment
- Consumers gather information through the internet

## TOP SUBSCRIPTION SITES

Number of visits in April 2017



*Hitwise Analysis of Subscription Box Industry, May 2017*

# VISUAL AUDIT

SIMPLE GRAPHICS  
GIVE A CLEAN APPEARANCE



BRIGHT ILLUSTRATIVE  
GRAPHICS FOR PERSONALITY

KRAFT TRENDS HAVE  
A NATURAL FEEL



# COMPETITION

We looked at a considerable amount of subscription boxes that were currently on the market. Among those, we identified four that stood out in the market and within our product category.



## CAIRN

Hiking and outdoors subscription box with two models, a monthly box and a premium quarterly box.



## HARRY'S

High quality, affordable razor and shaving subscription box, primarily geared towards men, but used by all.



## THE NOMADIK

Carefully curated adventure gear boxes with monthly themes.



## BIRCHBOX

Monthly subscription box of 5 personalized "beauty treats."

# TARGET AUDIENCE



## DEMOGRAPHICS

Gender neutral

Age 20 – 50

Intermediate to advanced hikers

## PSYCHOGRAPHICS

- Take in. Take out. Mindfulness
- Active
- Prepared
- Resourceful people who have basic to advanced survival skills/knowledge
- Enjoy the outdoors
- Want quality in products because their life often depends on them
- Interest in camping, traveling, music, reading/books & literature, entertainment, recreational activities, and games & toys
- Enjoy places like Starbucks and Subway
- Into food & drink
- Media influences
- Music interests are highest in Metal and Pop genres
- Environmentally conscious
- Adventure seekers

# SWOT

## STRENGTHS

- Limited competition/few hiking boxes in current market
- Large, dedicated market segment
- Hikers have extreme brand-loyalty

## WEAKNESSES

- Relies on sponsorship with relevant brands
- Some products are not consumable and therefore have a longer lifespan
- Seasonal effects on subscription rates

## OPPORTUNITIES

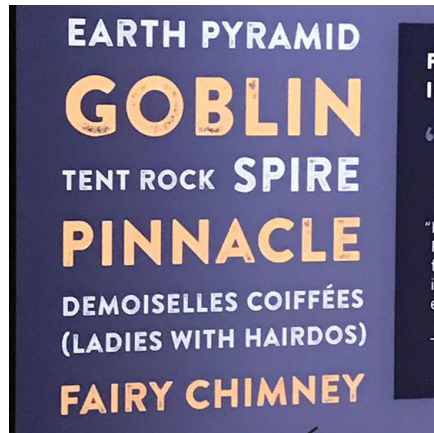
- Set the standard for products in this category
- Unique positioning in a niche market
- Possibility of expansion to in-store products

## THREATS

- Similar hiking themed subscription boxes
- Possible short lifespan of subscription box models
- Subscriber loss due to less need



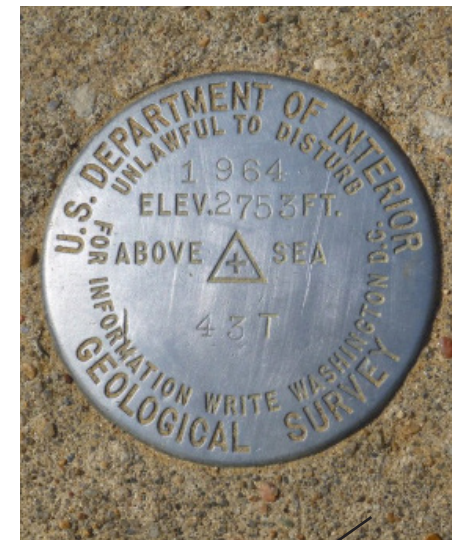
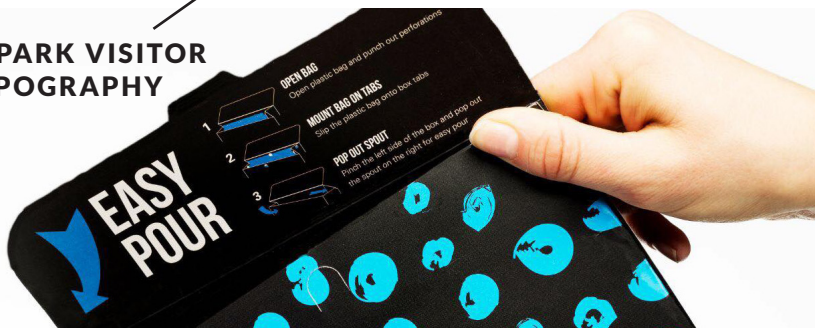
# INSPIRATION | GRAPHICS



CLEAN FUN DESIGN  
OF HARRY'S



NATIONAL PARK VISITOR  
CENTER TYPOGRAPHY



MONOCHROMATIC  
MOUNTAINSCAPES

LOGO INSPIRED BY SUMMIT  
MARKERS AND BADGE DESIGNS



# INSPIRATION | PACKAGING

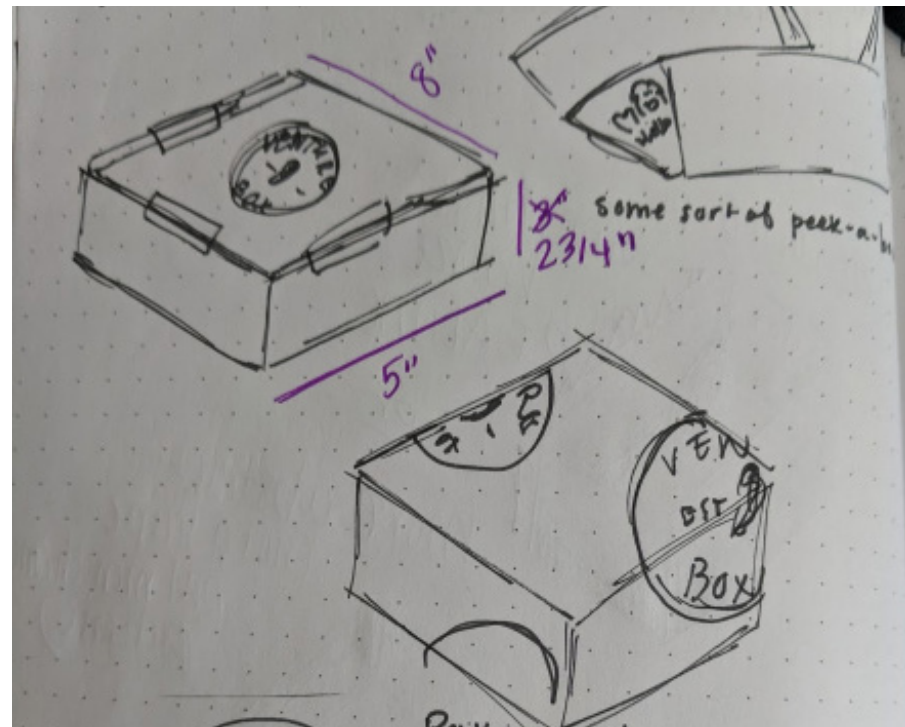
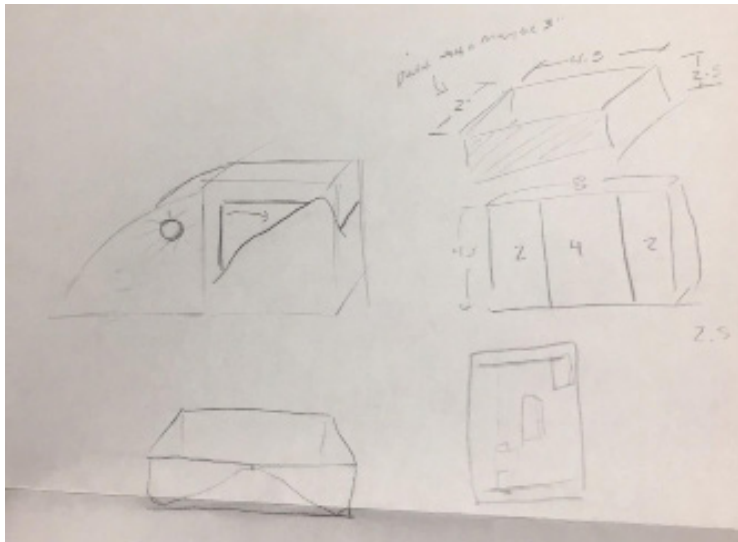
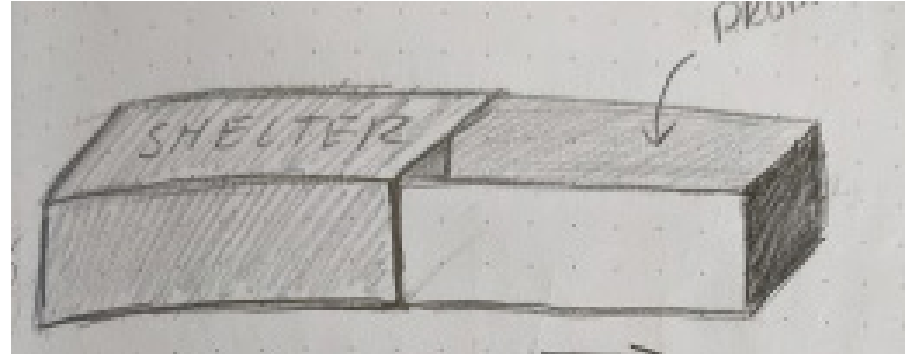
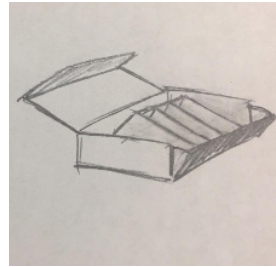
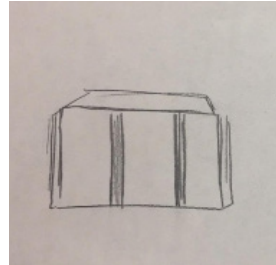
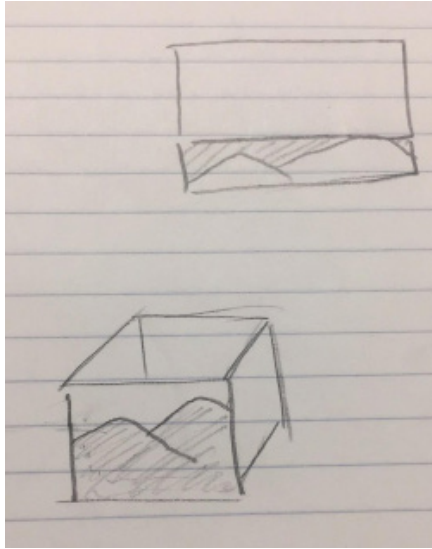
## INTERIOR ICONS AND CONTINUED BRANDING



## PRESENTABLE FEATURES



# CONCEPT GENERATION

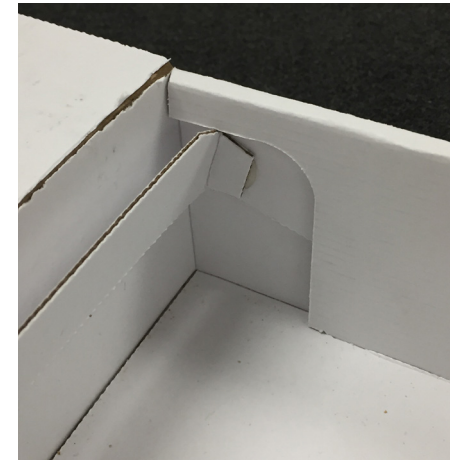
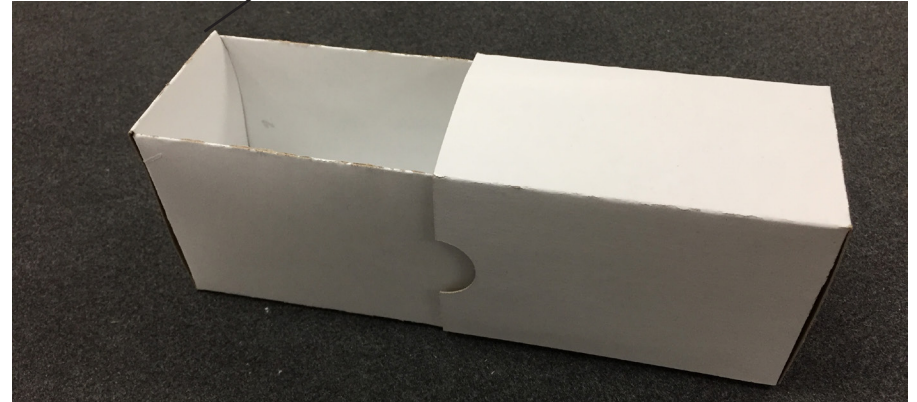


# PROTOTYPING

**DOUBLE DOOR OPENING REJECTED FOR SHIPPING CONCERNS**



**SLEEVED BOXES HID PRODUCTS**

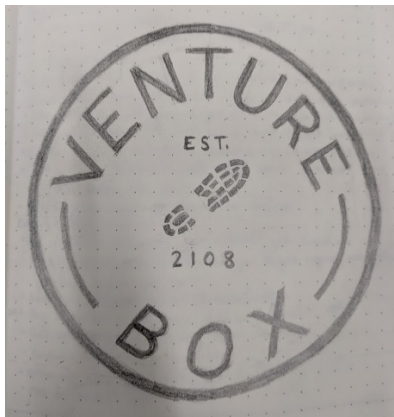


**INITIAL CANTILEVER METHOD DID NOT ACHIEVE ENOUGH HEIGHT**





# DESIGN IDEATION



# BRANDING

## MARK



## FONTS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789**

Brandon Printed One

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 123456789

Lato Regular

## COLOR PALLETTE



Blue  
#04a9f4

C 69  
M 20  
Y 0  
K 0

R 4  
G 169  
B 244



Orange  
#e1910e

C 11  
M 48  
Y 100  
K 0

R 225  
G 145  
B 12

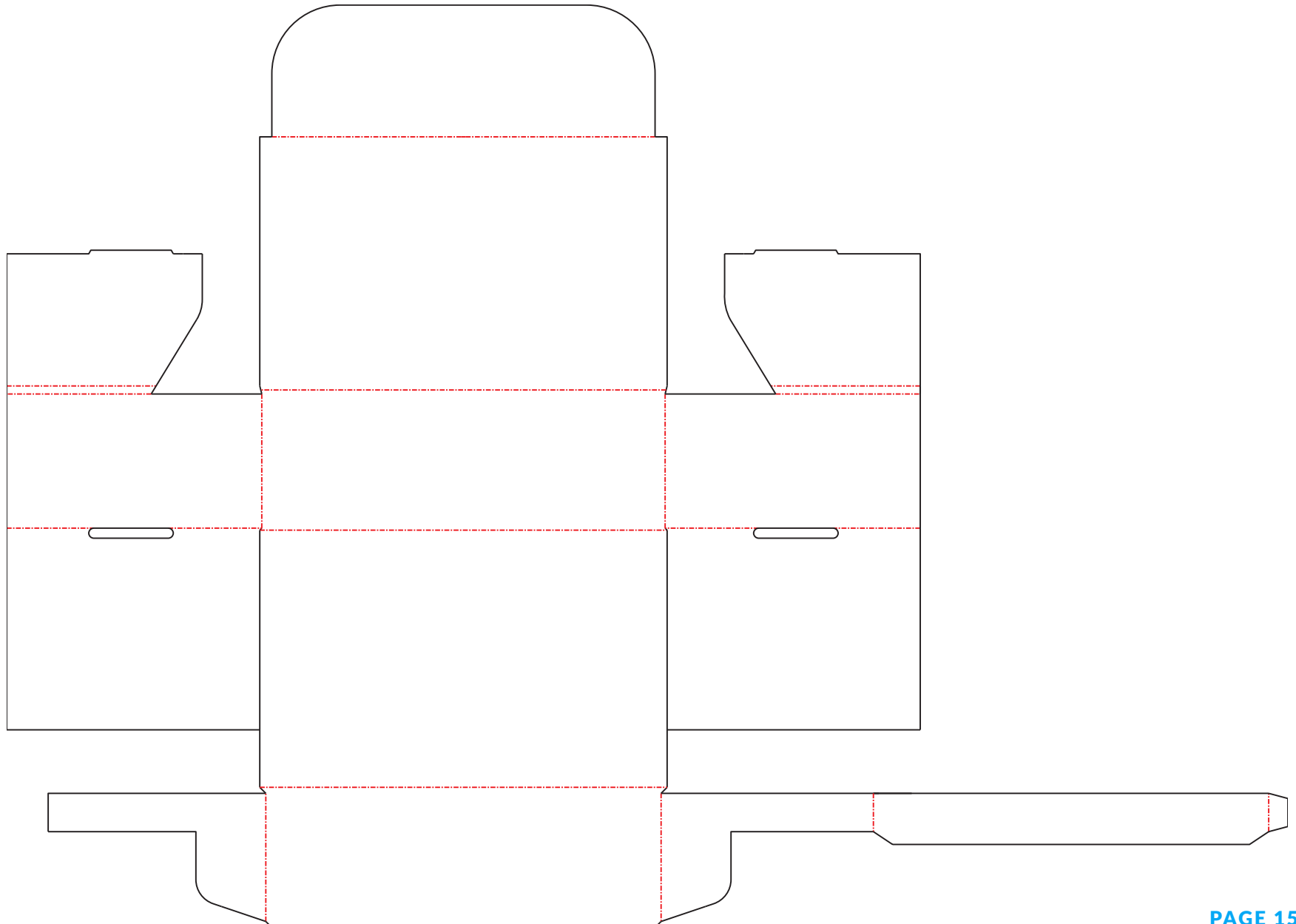


Green  
#428227

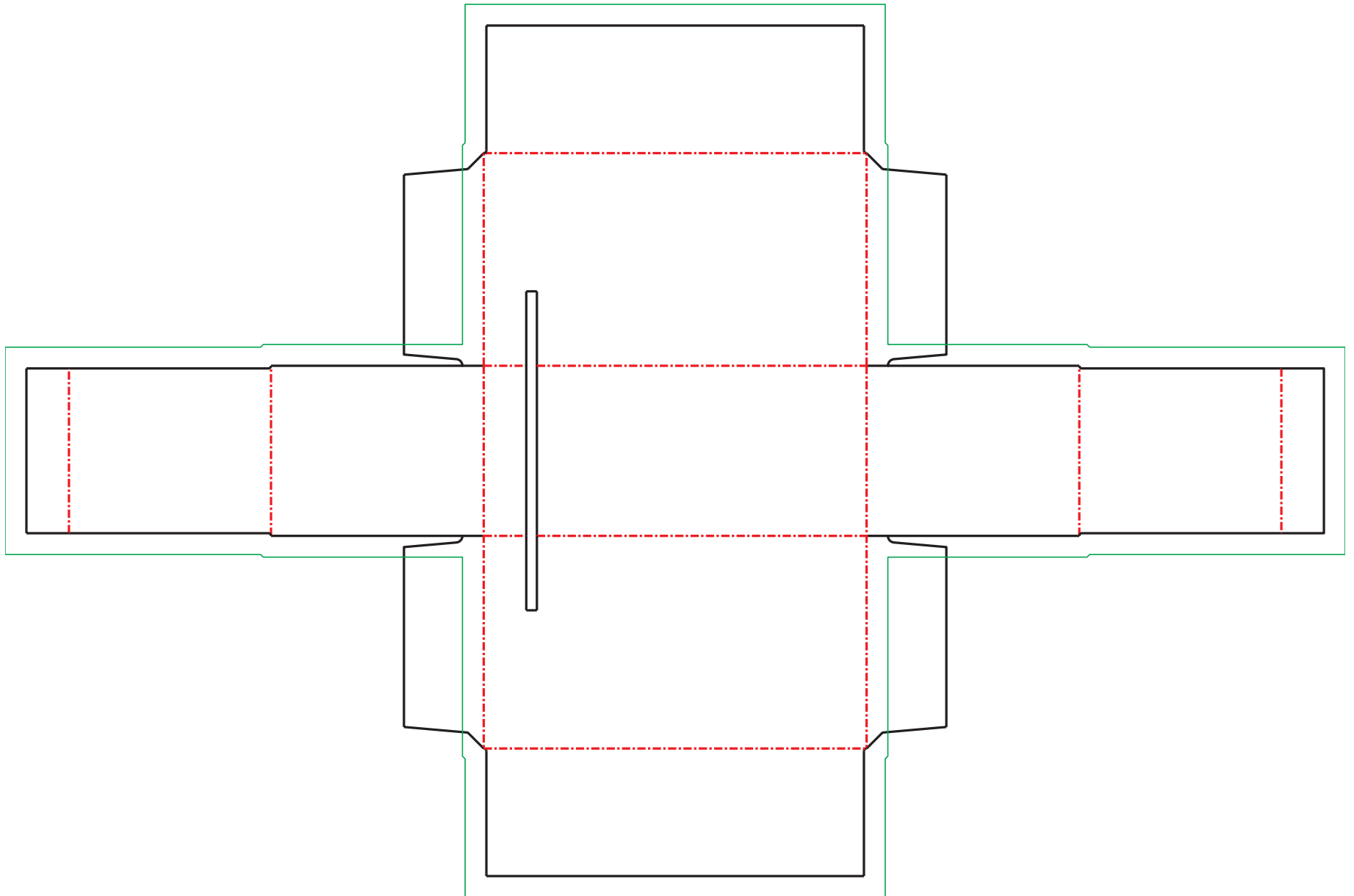
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M 27  
Y 100  
K 12

R 66  
G 130  
B 39

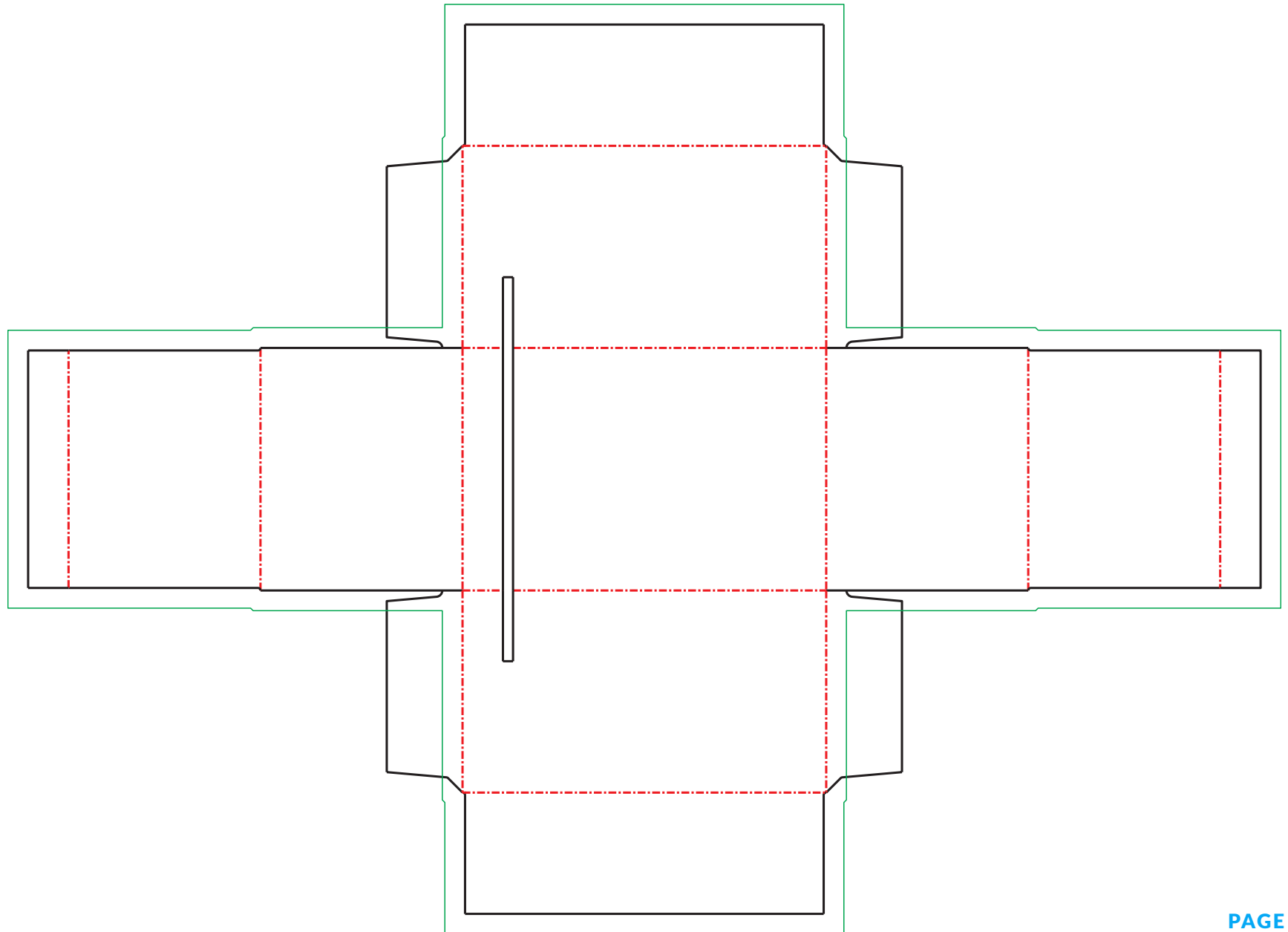
# DIELINE LAYOUT | SHIPPER



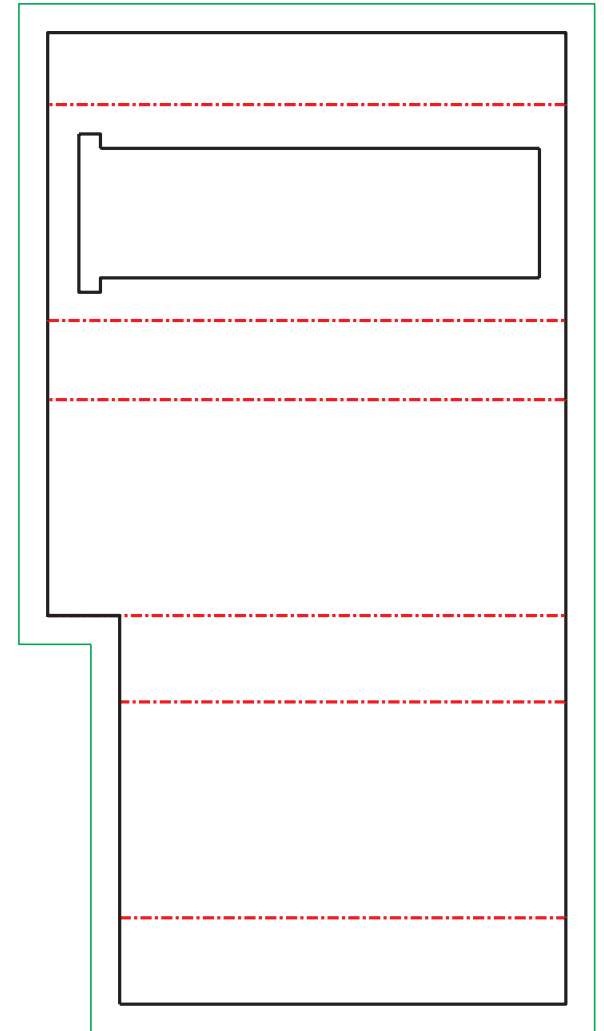
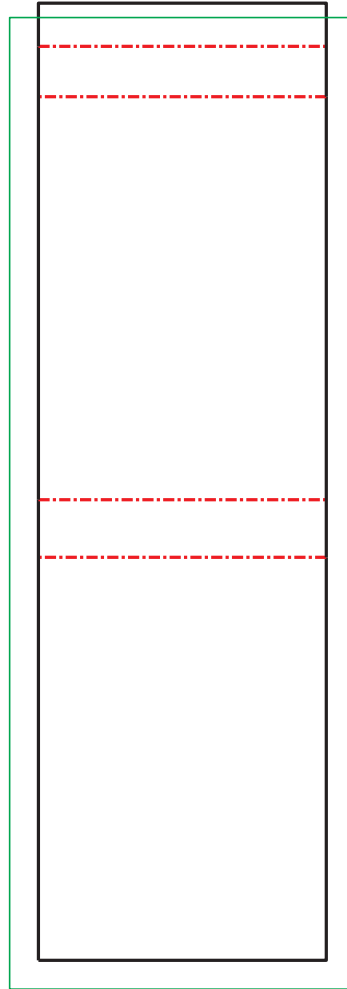
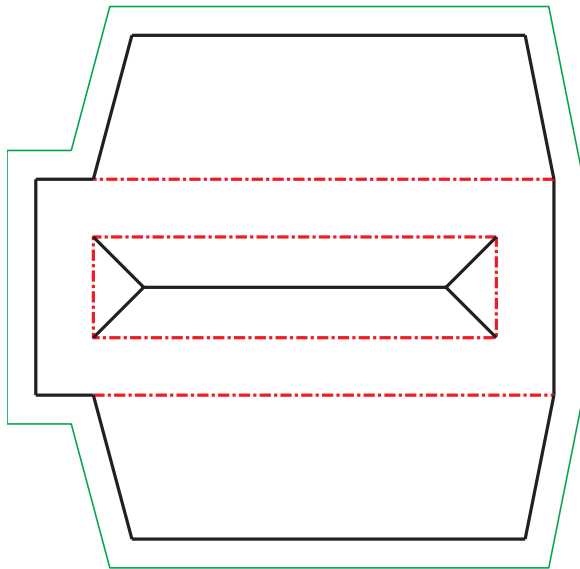
# DIELINE LAYOUT | 2 INCH BOX



# DIELINE LAYOUT | 3 INCH BOX

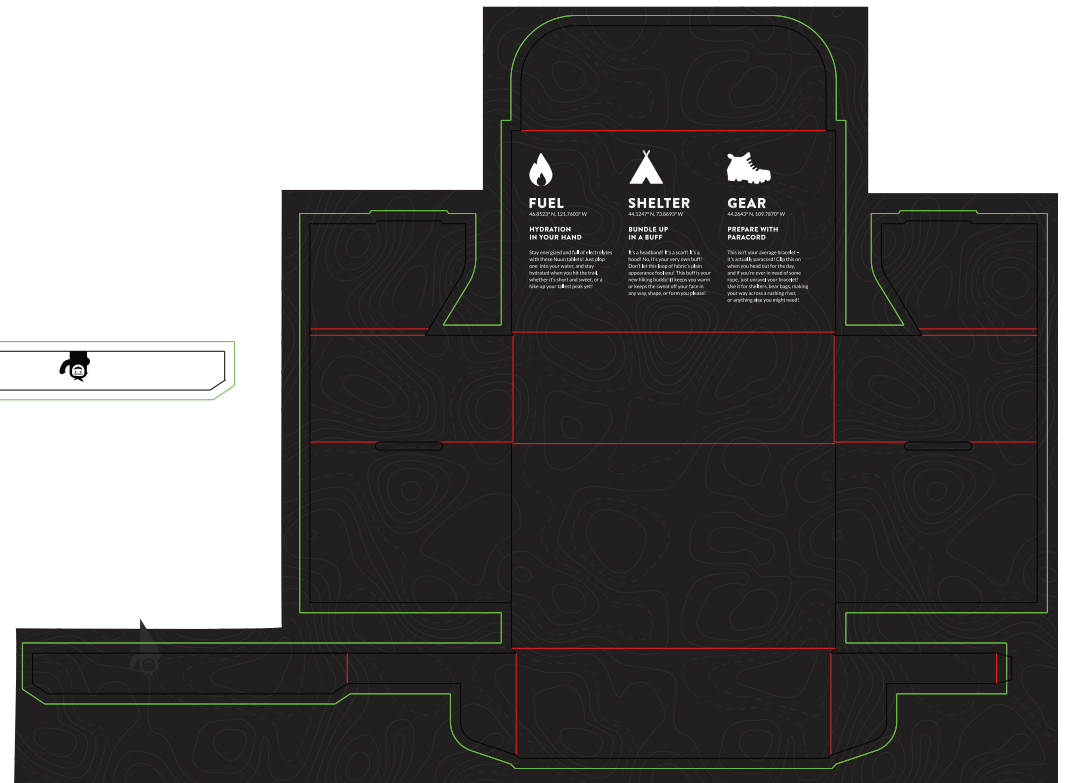
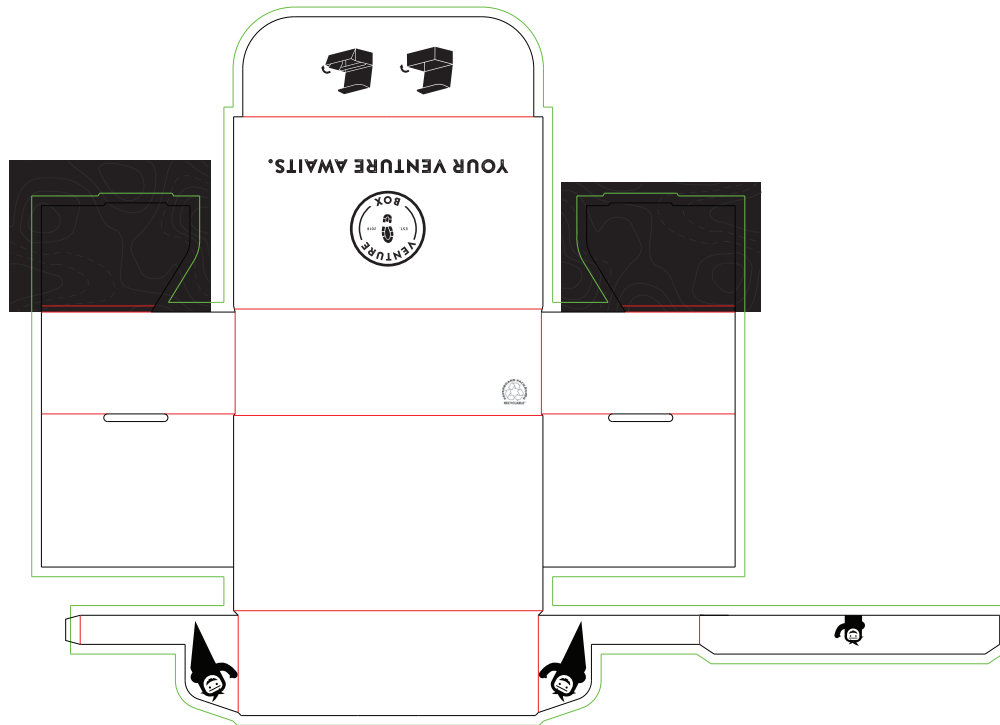


# DIELINE LAYOUT | PACKAGE INSERTS

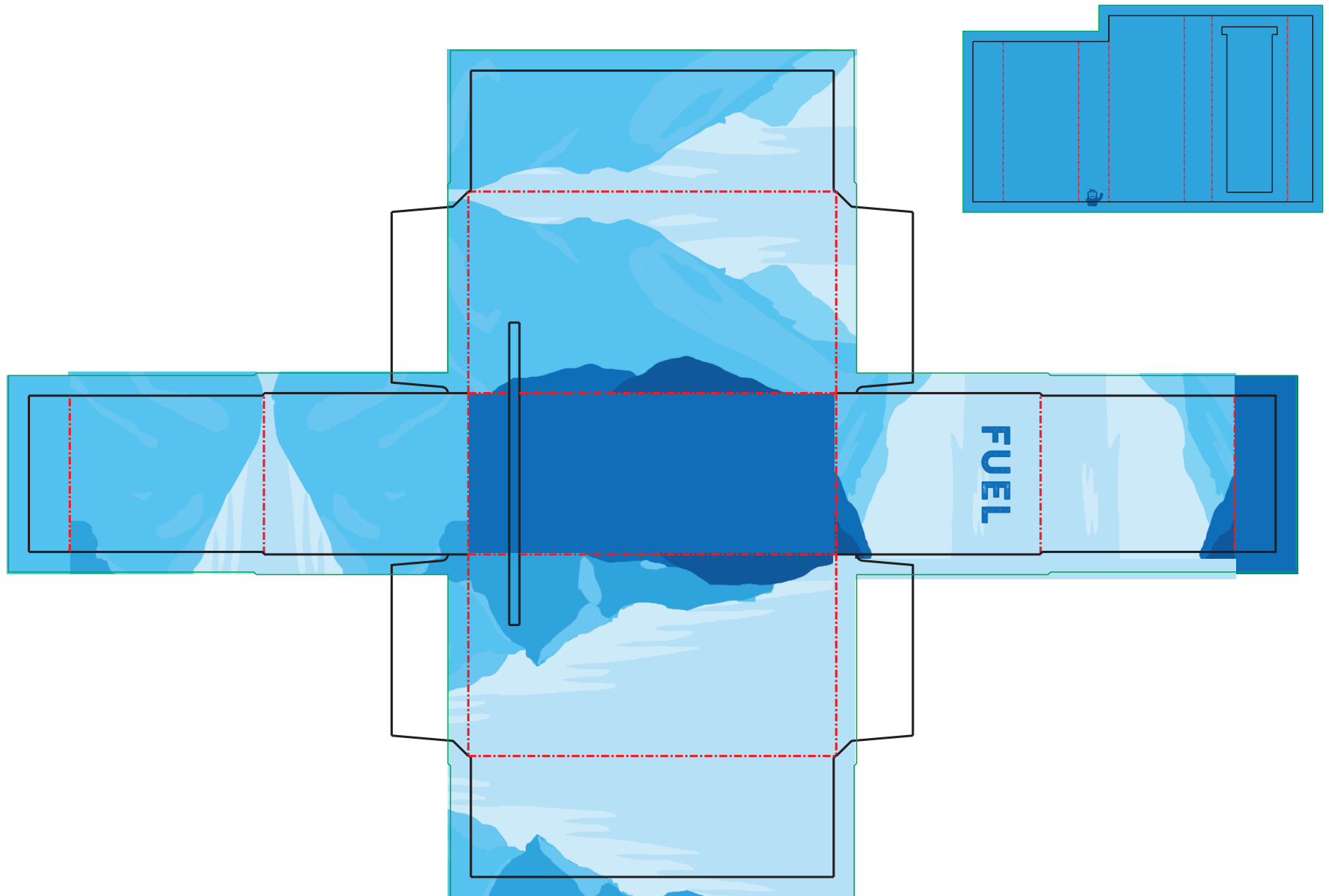




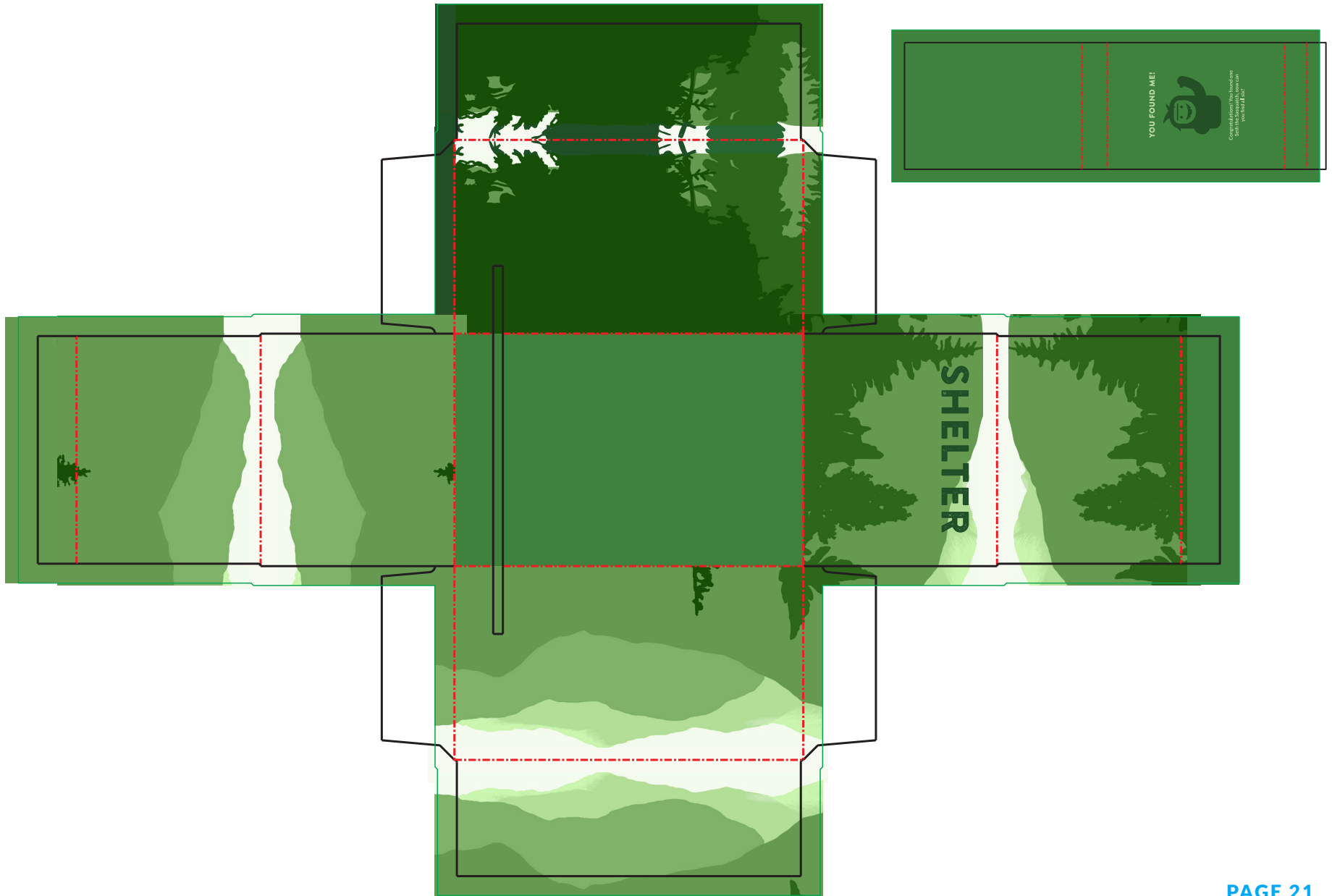
# GRAPHICS | SHIPPER



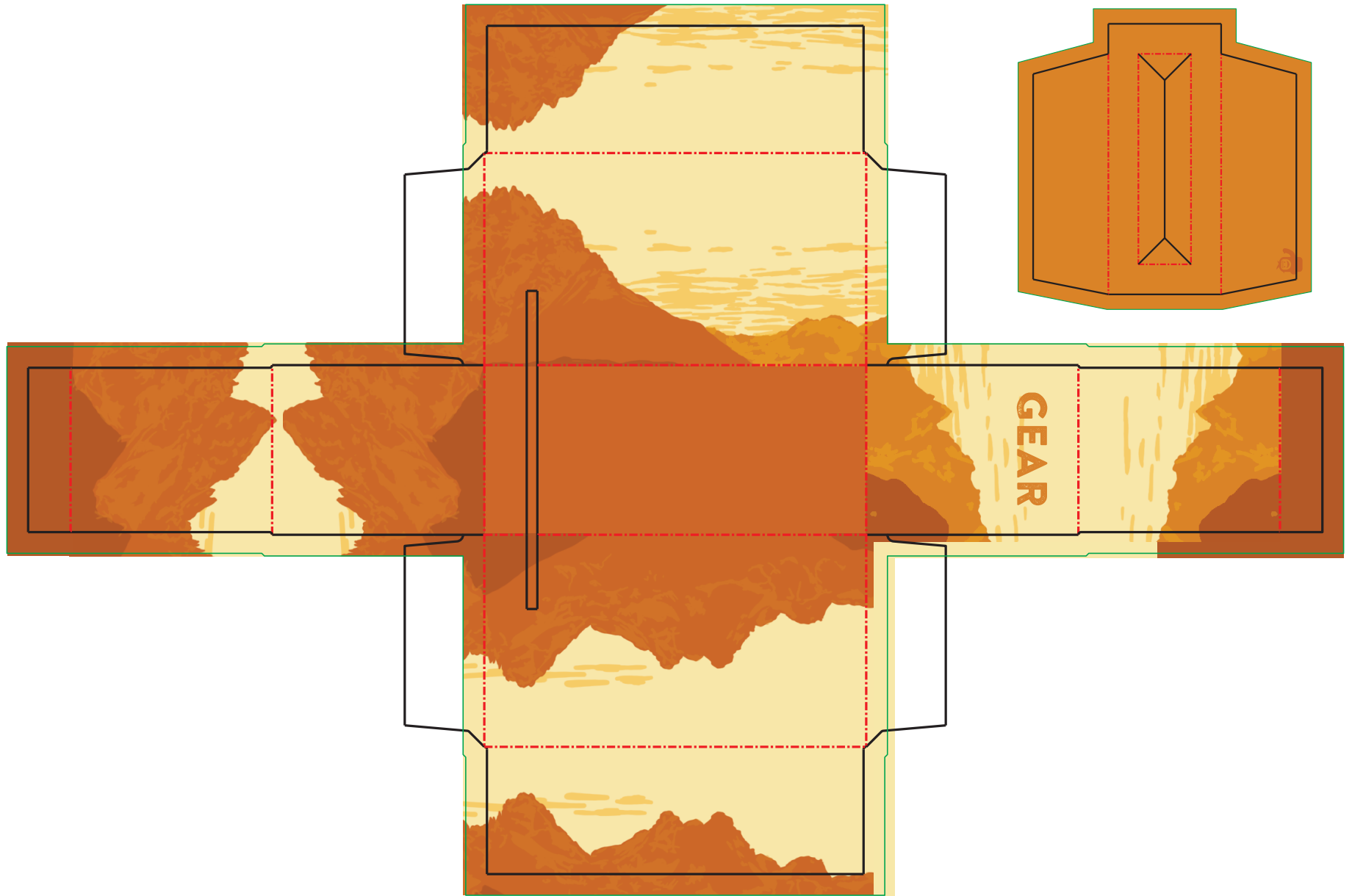
# GRAPHICS | FUEL



# GRAPHICS | SHELTER



# GRAPHICS | GEAR



# FINAL PACKAGE



# FINAL PACKAGE | CONTENTS





# OPENING EXPERIENCE

Our product features a cantilever function with our interlocking box design. Interior flap graphics explain the opening process.



# PRODUCT CATEGORIES

For consistency throughout the subscription experience, we created interchangeable product categories based on the three basic needs of humans. These categories are Fuel, Shelter and Gear. Fuel includes consumables such as snacks, energy bars, and hydration; Shelter includes clothing items such as hats, scarves, and shirts; and Gear includes equipment such as medical supplies, rope, and lighters.



## FUEL

46.8523° N, 121.7603° W

**HYDRATION  
IN YOUR HAND**



## SHELTER

44.1247° N, 73.8693° W

**BUNDLE UP  
IN A BUFF**



## GEAR

44.2643° N, 109.7870° W

**PREPARE WITH  
PARACORD**



# PACKAGE MATERIAL



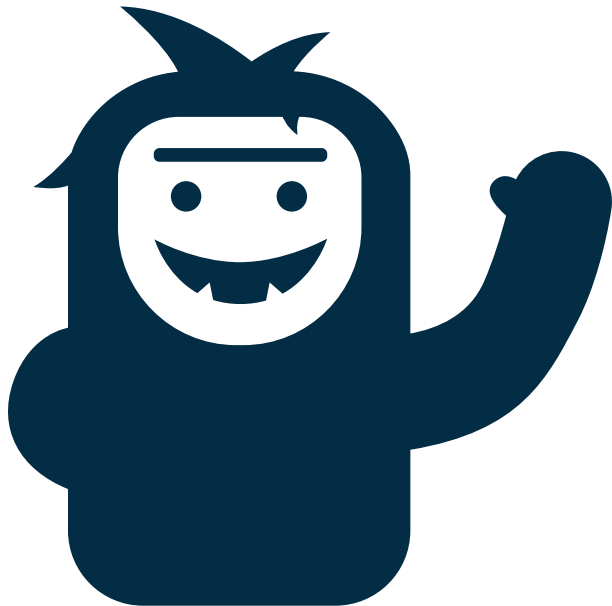
E FLUTE CORRUGATED SHIPPER

SUSTAINABLE PAPERBOARD  
INSERTS AND BOXES

# INTERACTION | SETH

Seth the Sasquatch was created to add interactivity to Venture Box. He is hidden in several locations throughout the box to encourage small-scale exploration of the customers' surroundings.

In future expansion of Venture Box, we envisioned Seth as our mascot, and your personal travel buddy. An information card included in the box, and features a cut-out of Seth to use as a travel bug, and allows customers to connect with other hikers and the Venture community through social media.



# STORAGE & REUSABILITY

There are many options for consumers to reuse their boxes once they receive them through the mail. There is the option to store the products in the box itself, but also to use the 3 individual boxes for storage. When hiking, the less bulk the better, so we made sure that the boxes were no bigger than necessary in order to hold the product.





# POINT OF PURCHASE

The box itself functions as a point of purchase display, where the customer can easily see and interact with the products. Minimal amounts



# MARKETING PLAN

As part of our subscription model, we would pair with different brands in each of our subscription boxes.

If we were to expand this subscription service, we would follow a quarterly model, where we would tailor the products towards the time of year. This would prevent the subscriber from being overwhelmed by longer lasting products.

Our proposed pricing is as follows:

YEARLY	MONTHLY
\$109.95	\$29.95



# MARKETING CARD

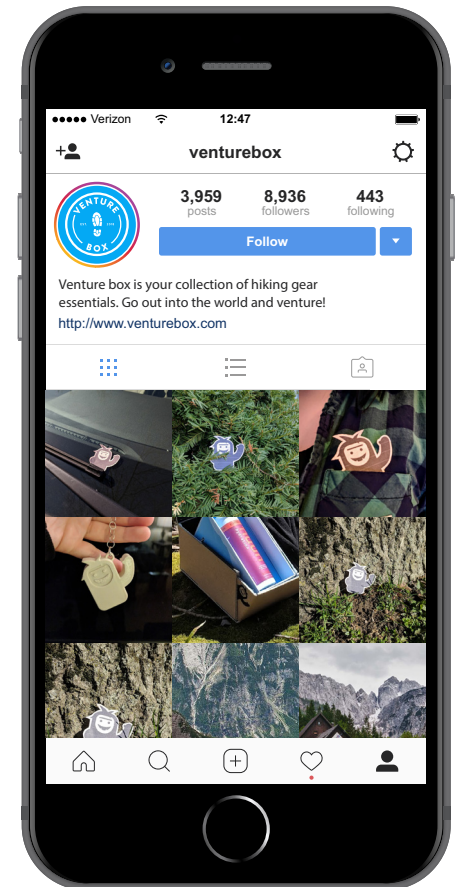
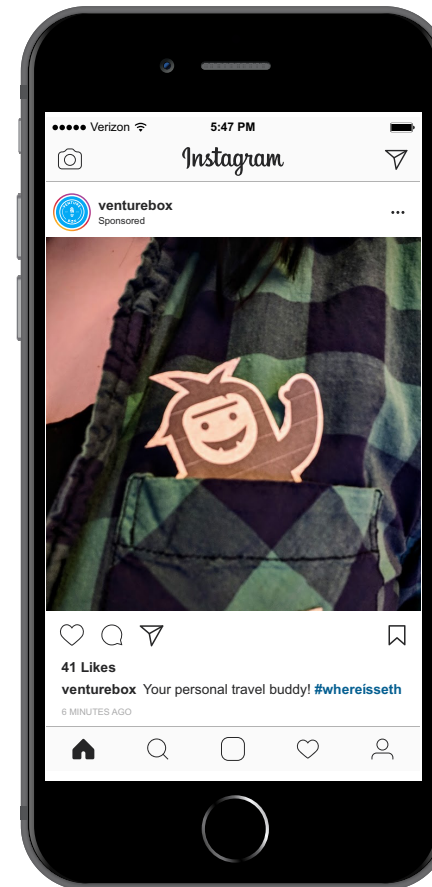
When the user opens the product, they will be greeted with a marketing card that lets them know that the fun has begun! This also encourages users to engage with us on social media and have context for their purchase. This could be expanded to include instructions for items, special offers, and social media campaign information. The copywriting is in line with the outside of the box, continuing with the idea of the “venture” of the box, and of the hike!





# SOCIAL MEDIA

For greater engagement across all platforms, we have created a travel bug compliment to our box. On the back of the marketing card, there is a little paper Seth that users can cut out and bring with them on their hiking trips. The copy instructs the user to use the hashtag **#whereisseth** in order to get featured on the Venture Box's daily stories. There is also a great opportunity to use social media for giveaways and product launches.



**THANK YOU**



