



*Sample
Packaging
Design*

'M'phatic

MOXIE BEAUTY ■



MOXIE
Kombi

GET TANGLED
UP WITH US!



MSP: R. 75
Cont. of all taxes
USP/ML: R. 6,00/ml
Net Qty: 15ml

The Idea

Our concept involves making the moxie M the star of the show, the way it is for the brand.

The idea we finalized upon is a simple reconstructed cuboid with extra flaps to materialise the M.



Process

- 1** First, we thoroughly read and understood the brief.
- 2** Then, we used divergent thinking and thought of multiple ideas.
- 3** We selected a few ideas and tried working around them. Then we selected one.
- 4** Next, we thought covergently and kept making refinements to the selected design.
- 5** Prototyping time! And, dumping the failed ideas by going back and forth to eliminate minor flaws.
- 6** Once we had resolved the issues, we finalised and did some user testing.

multiple rounds of prototypes

some made by hand, some printed



correcting flaws each time and identifying new ones.

The Moxie **Moodboard**

To get to know moxie and be its bestie, we did what we do best...made a moodboard!

We saw moxie the way you showed us and also gave it a little makeover with a new bout of ideas!



Key Line Dimensions

We made sure that the packaging would be easy to mass produce and also be cost effective, all while providing a unique flair to it.

2 nets on 1 A4.





Key Highlights

The color was deliberately chosen to be neon even for the flaps folding inwards so that they could **bounce neon light** onto the blue tube hence creating a **soft light glow** on the product.

The graphics on the outside were kept minimal to invoke a sense of **curiosity** for the user and keep them engaged with the product for longer.

We've included space to **incorporate coupon codes** or any possible offers.

The moxie curls are the **star** of the graphics **tying** together all the other elements.



The **flap** at the top was introduced to maximize **stability and security** of the tube and also making the entire packaging more compact. The flaps act as a **lock** holding in other folds and the tube.

Moxie's **M** is our **main character**.

No glue packaging.

Cost efficient. 1 A4 sheet can print 2 sample packaging nets.

We've ensured the brand values are **clear and concise** to create impact.

Here's how you'll go about opening the pack...



Why this works?

Its got that *character*,
a *unique flair* and
feels so **moxie**.

It'll keep you *engaged*, tell
you about what you've got,
and why it is such a *good
idea* to buy more....

It **Moxifies** you!!

