

Finding the Sweet Spot of Packaging Innovation



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The
Deciding
Factor

The infamous bag of chips

PepsiCo, 2010



The infamous bag of chips

PepsiCo, 2010



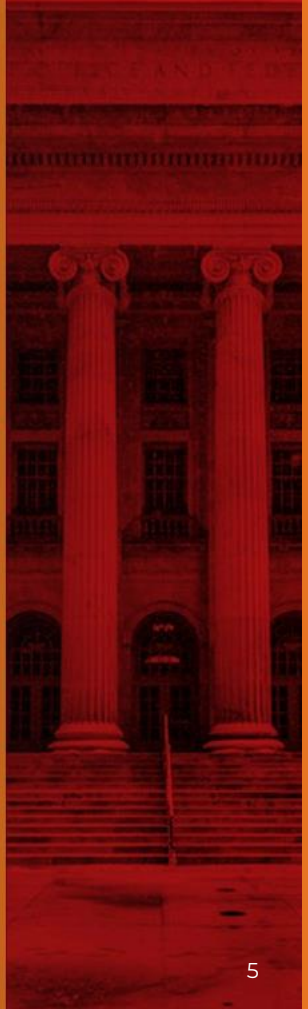
Sun Chips: The Loudest Chip Bag Ever

A new compostable material is being used by chip giant Frito-Lay to house its Sun Chips brand snack. The catch? It's really noisy.

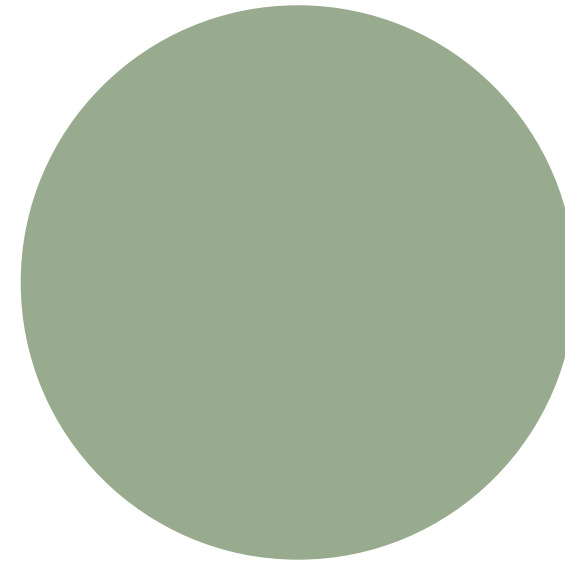
“Good packaging protects your products; great packaging protects your brand.”

Agenda

- 1 Building a sustainable packaging strategy
- 2 The missing part of the equation: the consumer
- 3 Anti-plastic sentiment, safety, greenwashing
- 4 Looking forward

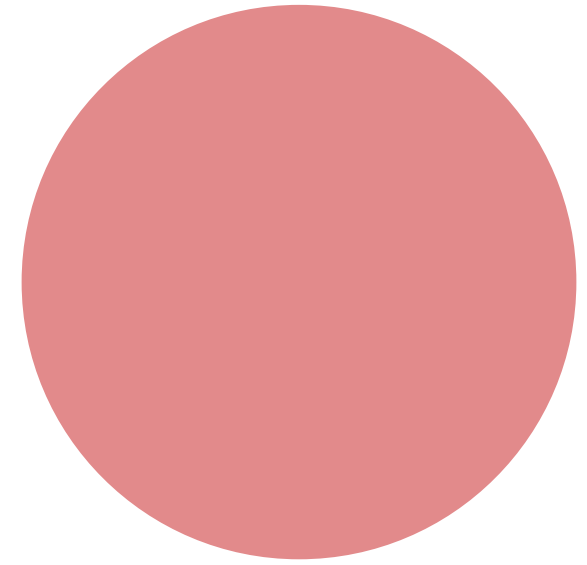


Technology Development



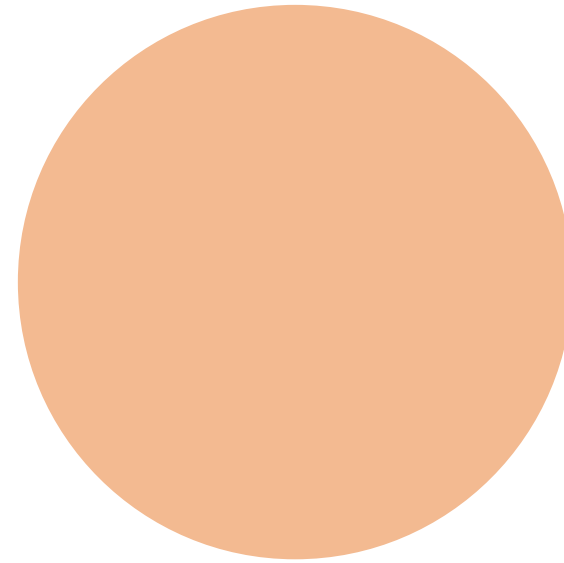
Solutions must achieve a suitable balance

Global Regulations



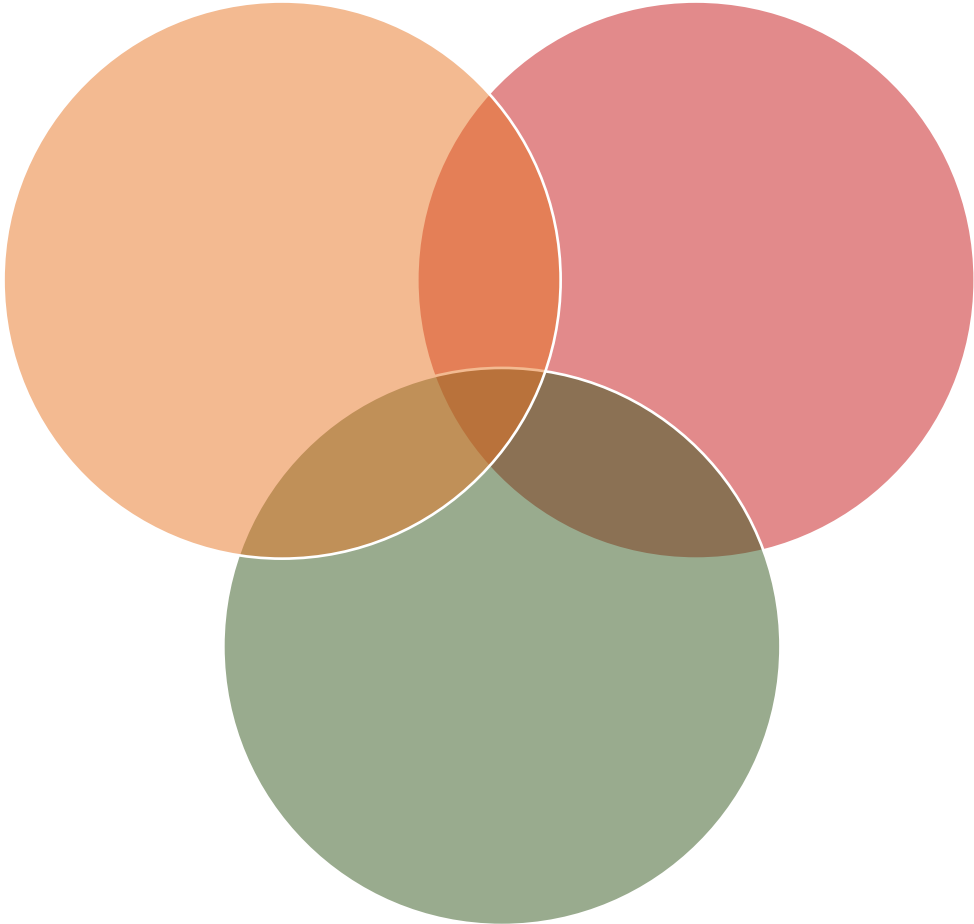
Policies favor certain outcomes

Consumer Acceptance



Success hinges on the consumer

The 3 pieces of packaging innovation

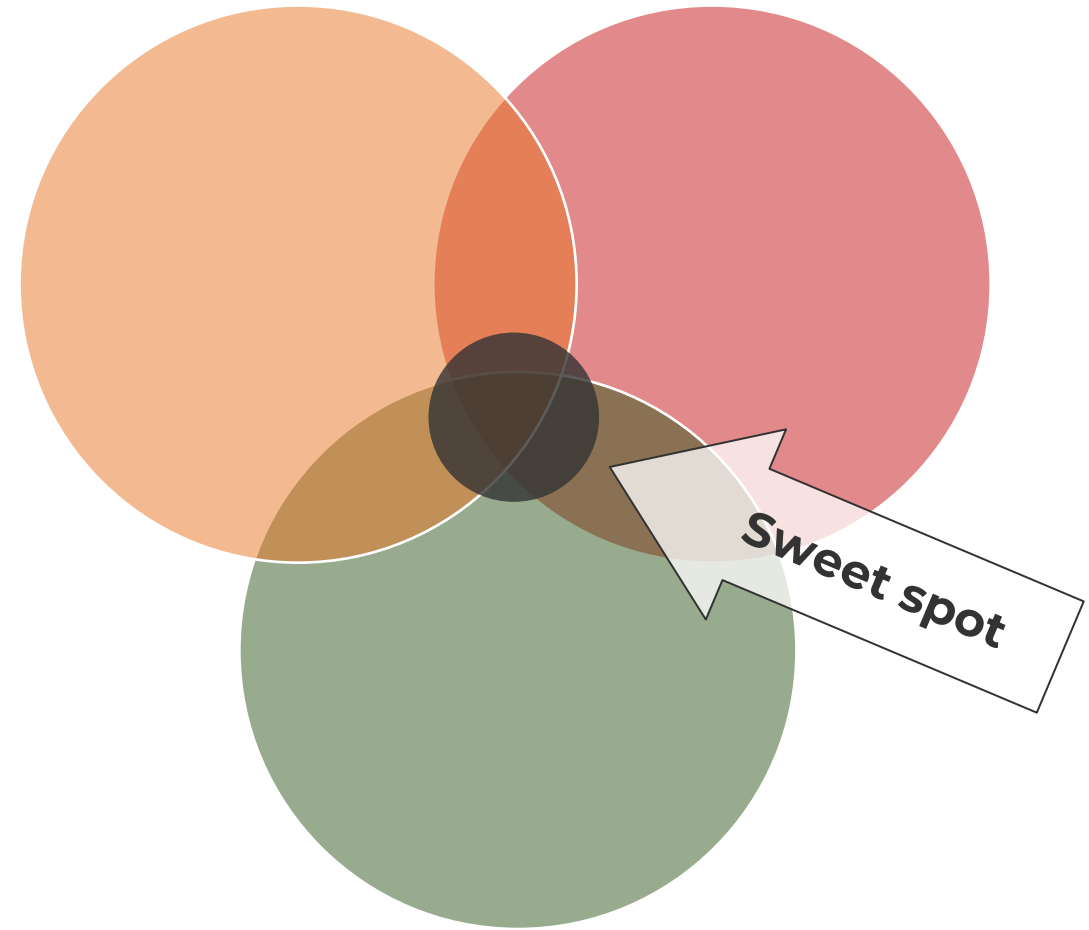


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REGULATIONS

TECHNOLOGY

The “sweet spot”



A successful sustainable-packaging solution will fall where there is overlap between the three variables

How do we capture consumer consensus?

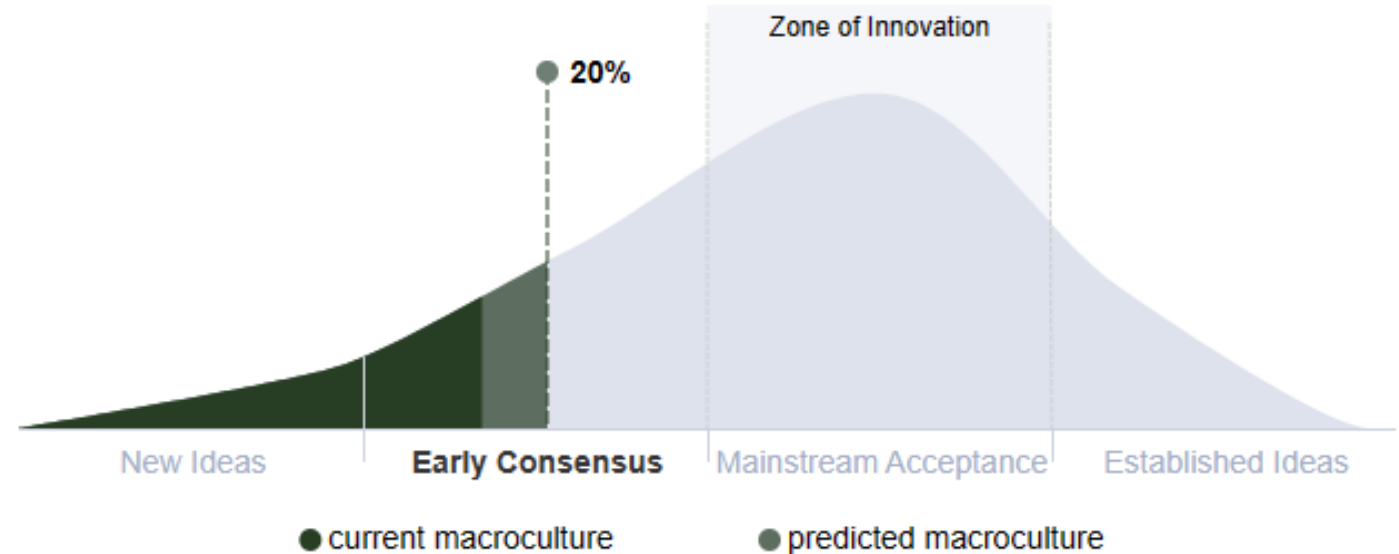


Lux MotivBase

Methodology

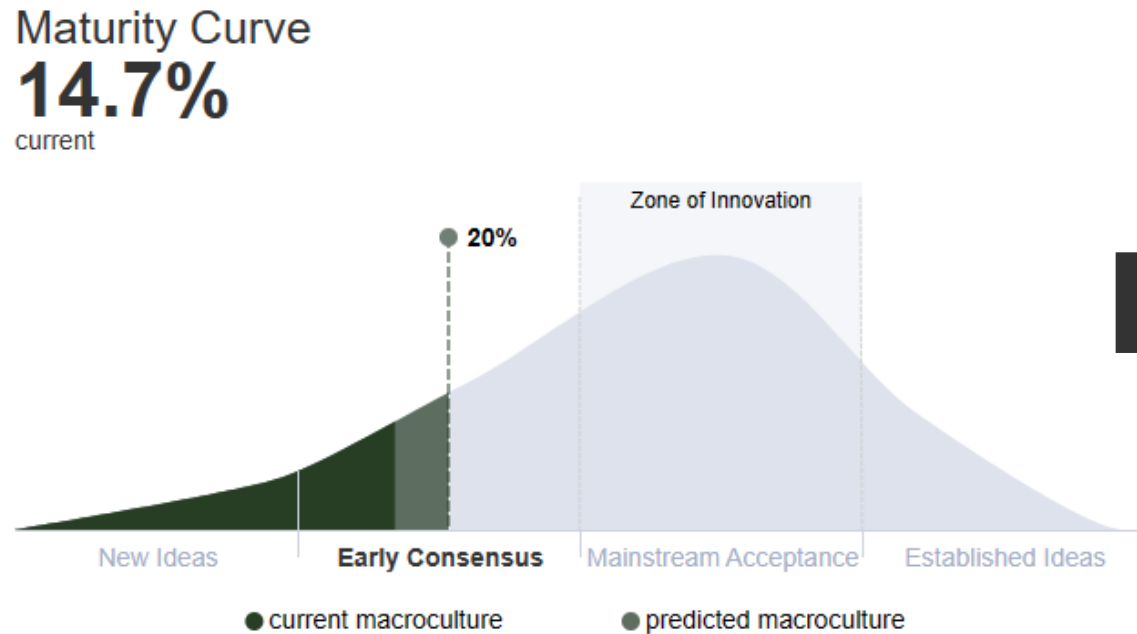
The **Lux MotivBase** platform exposes the natural patterns of language among millions of consumers to uncover **meaning**.

Maturity Curve
14.7%
current

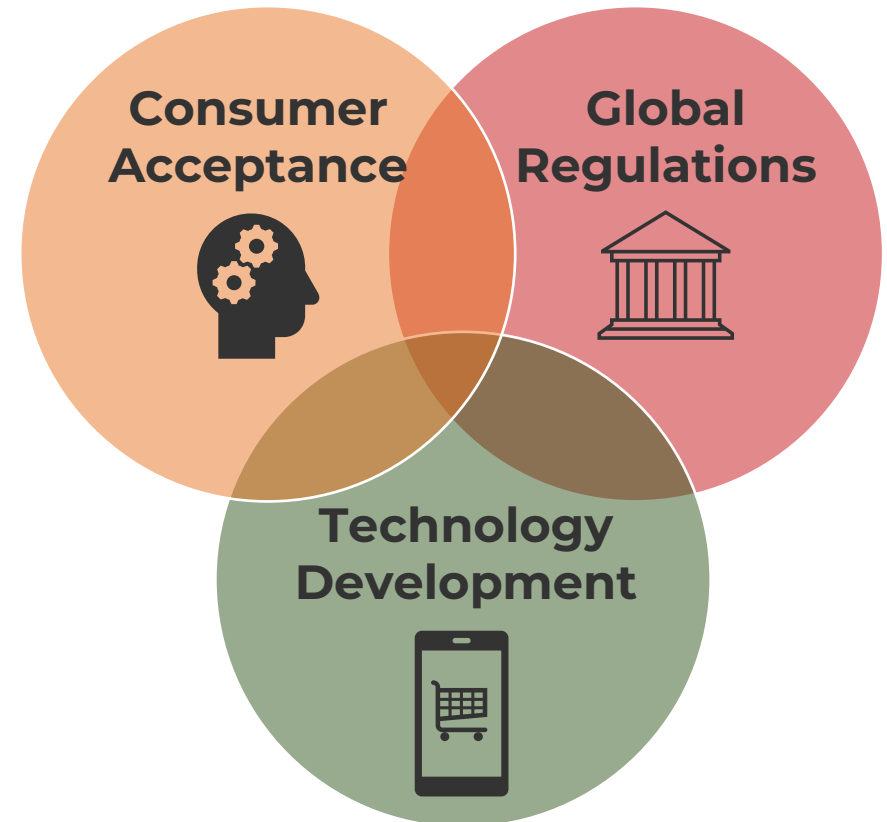


We use consumer insights to inform an effective packaging strategy

1 Consumer insights with Lux MotivBase



2 Identifying alignment



Anti-plastic sentiment



Safety



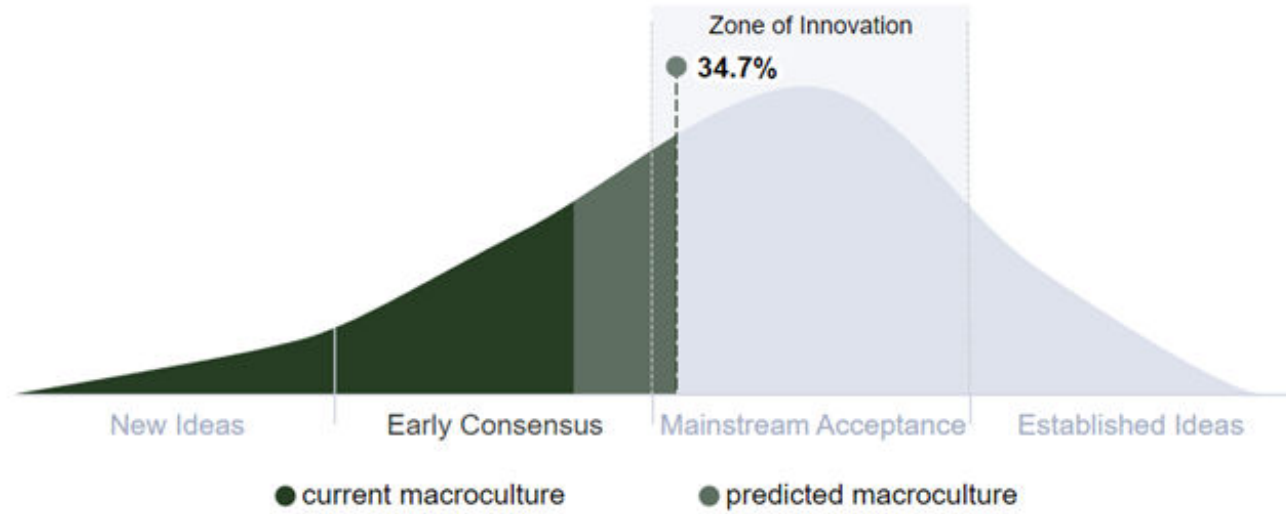
Greenwashing



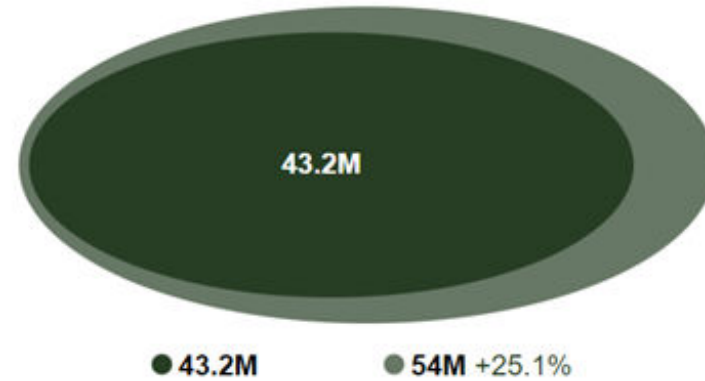
Anti-plastic sentiment



Maturity Curve
26.1%
current



Population



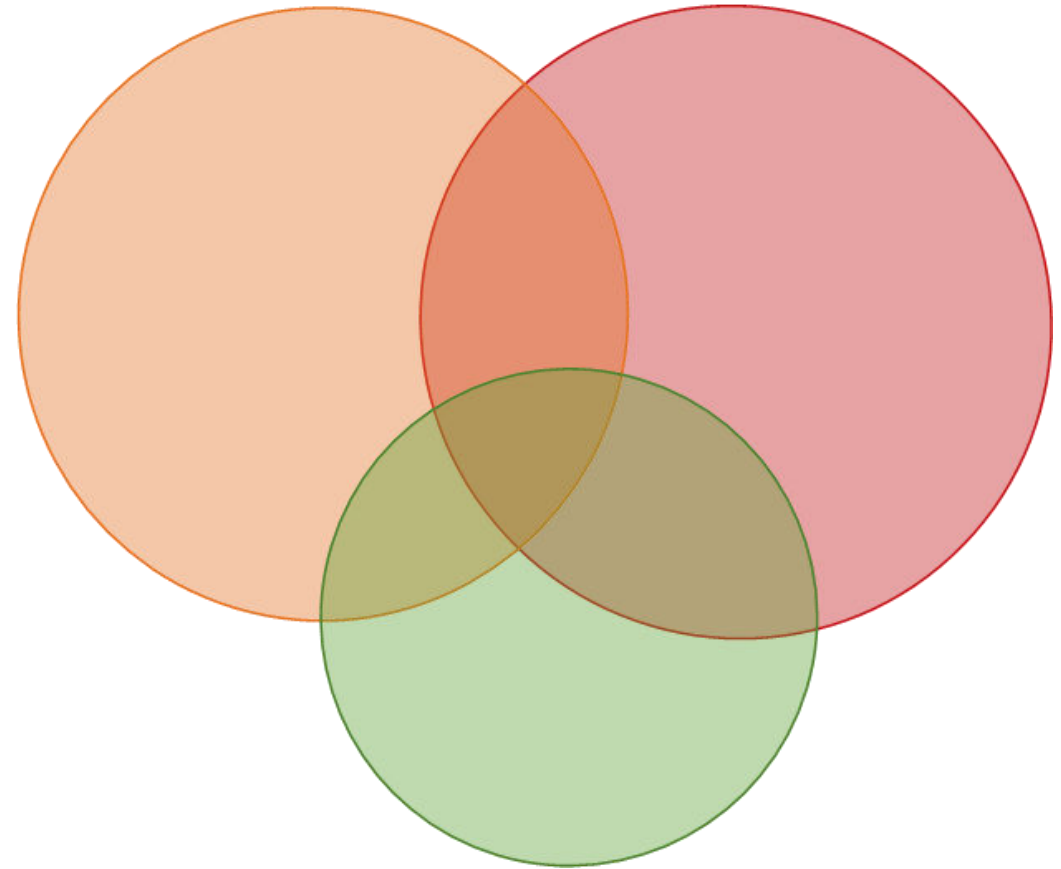
Anti-plastic sentiment



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There is strong alignment to move away from plastics

Anti-plastic sentiment



Safety



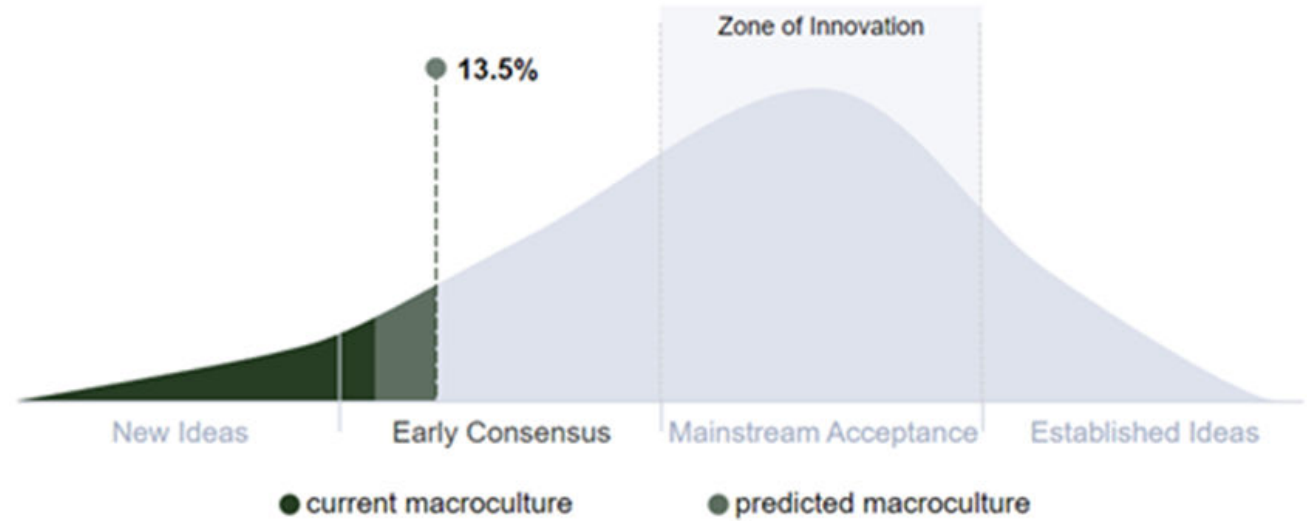
Greenwashing



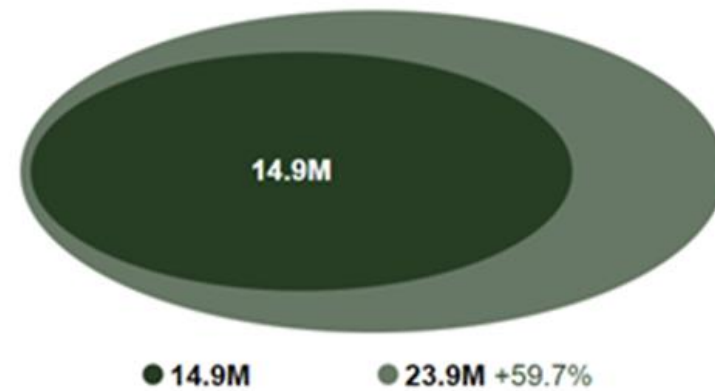
Safety



Maturity Curve
8.2%
current



Population



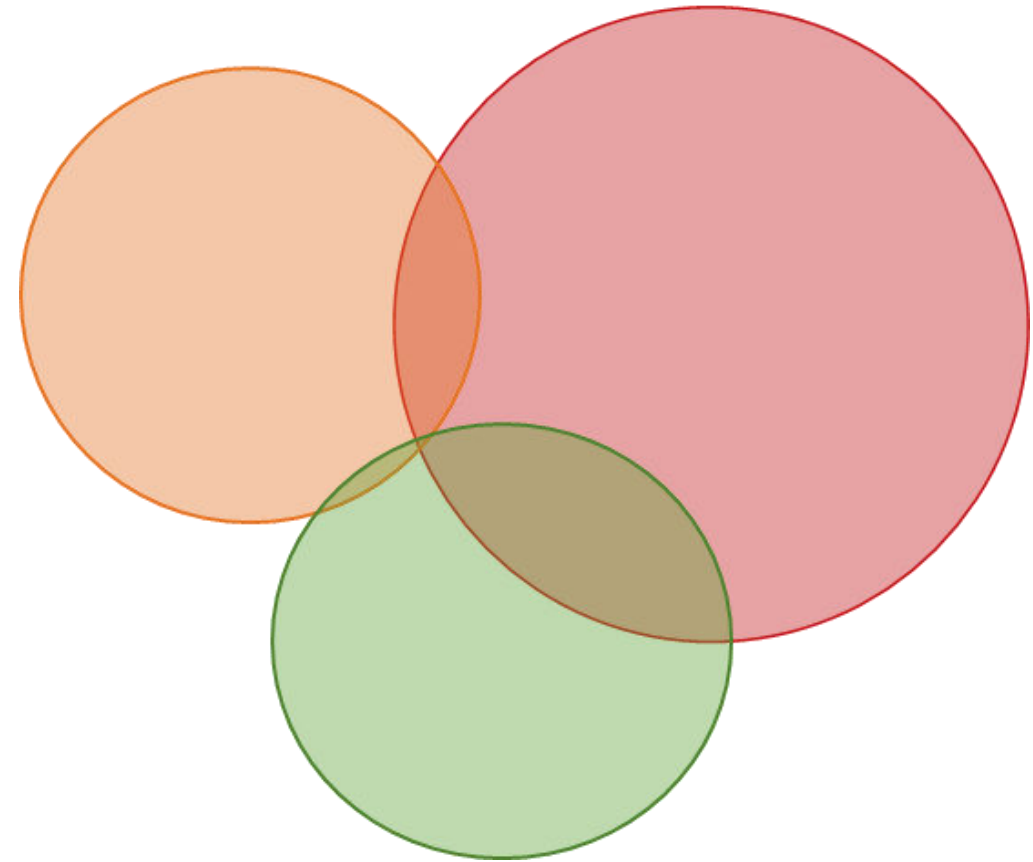
Safety



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Little alignment, despite policy promoting technology development

Anti-plastic sentiment



Safety



Greenwashing



Greenwashing



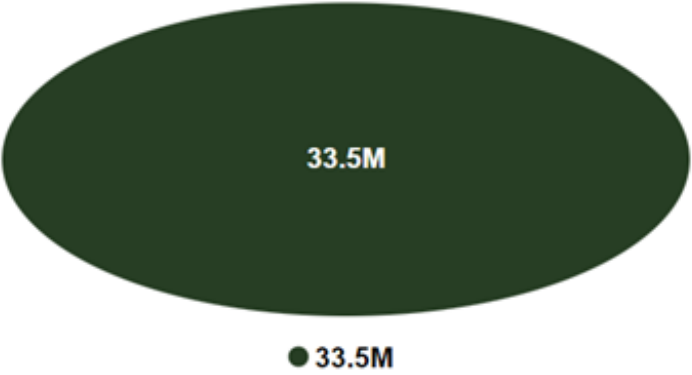
Maturity Curve

19.1%

current



Population



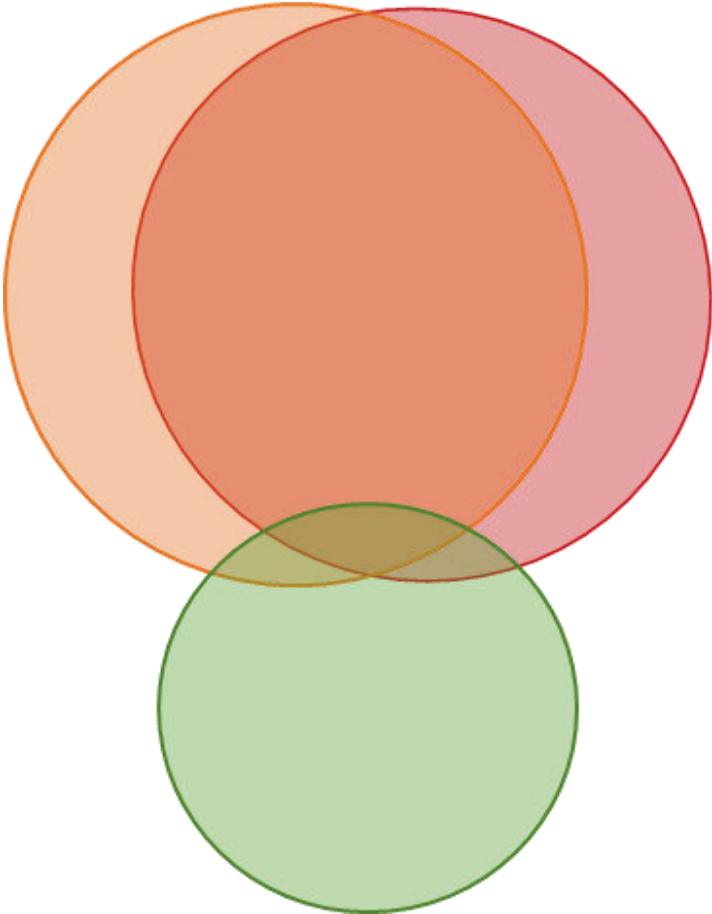
Greenwashing



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Consumers and policy align, but technology is still limited

Key takeaways

1

Companies need to ask where their solutions stand.

To effectively solve a specific problem, each packaging strategy must address all three innovation pieces. By gauging consumer consensus and the strength of a solution, companies can better determine an appropriate course of action.

2

Packaging solutions aren't set in stone.

Over time, consumer consensus might increase or be disrupted, technologies may improve, new solutions might be developed, and different regulations may emerge. Clients must be prepared to reassess packaging strategies accordingly.

3

Consumer education should be top of mind for companies.

For a packaging strategy to succeed, it must be accompanied by consumer education, support, and incentives to encourage implementation.

Thank you

A link of the webinar recording will be emailed within 24–48 hours.

UPCOMING WEBINARS

NOVEMBER 21

[Unpacking the UN's Plan on Plastic Pollution](#)

NOVEMBER 28

[Decarbonization Policy Global Outlook](#)

NOVEMBER 30

[Making Sustainability Irresistible: Unlocking the Desirability Formula](#)



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Factor