

Metamorphosis concept guide

version 1.0 – February 2018



First off

Our story

Start with the why
Who we're talking to
What we're saying

Words

Secondary headline
Body copy
Tone of voice

Images

Building blocks

- Background
- Grid
- Product & headline

Roll-out

- Advertisements
- Landing page
- Online banners
- Social posts



First off



Packaging strategists

A carefully chosen name, but what does it mean? And how does it affect DS Smith's clients? Do packaging strategists produce strategic packaging?

Before we roll out a marketing campaign, it's important to **take a step back and analyze our story, audience, style and opportunities**. That's what this document is for.

Our story



Start with the why

Because your mission matters.
Before we delve into what we'll communicate, and how we'll communicate it, we need to form a clear mission statement. Who is DS Smith? And why do they do what they do?

At the core of the matter lies DS Smith's moniker: **packaging strategists**.

“Our packaging and display strategists, with their cross-industry experience, work in partnership with our customers to deliver results through packaging. **We do this by helping them increase sales, lower cost and manage risks.**”

The final three elements of this proclamation are absolutely key to comprehending DS Smith's value proposition, as they indicate what a client can expect when partnering with packaging strategists:

-  **increased sales**
-  **lower costs**
-  **managed risks**

Such clarity is valuable. Because building long-term partnerships based on **consistent value creation** is the preferred way to grow for DS Smith, and a critical element of our shortened mission statement.

The DS Smith Mission - in short
“Consistently create value for our partners by virtue of innovation, cooperation and results.”

Who we're talking to

1. RETAIL

The closer to the point-of-sale, the more effective **your marketing efforts**. Creative secondary packaging has the potential to make an impact in that domain, while simultaneously **improving overall efficiency**.

2. E-COMMERCE

Bursting onto the scene more than a decade ago, e-commerce has not looked back. Until now. Expectations have risen, and disappointments are more heart-felt. Our answer? Guarantee products **don't suffer damage** and delight them with an **exceptional unboxing experience**. Both benefits are achievable through outstanding secondary packaging.

The important role that secondary packaging could play in the evolution of retail and e-commerce stands out immediately. Can e-commerce mature and consistently guarantee its customers an exceptional experience? Can retail maintain its role as the heart of our cities and the benchmark of innovation and convenience?

The truth is: some will, some won't. Much depends on choices. **One of those choices is secondary packaging**. It's no longer about delivering the cheapest cardboard, it's about being seen as a strategic partner who helps achieve results through innovation and collaboration.

That thirst for innovation is key to determining which companies we will be addressing. As you know, DS Smith thinks along the lines of:

*Disclaimer: do not see these 2 verticals as 2 separate worlds. **More and more brands operate both on- and offline**. As both verticals are slowly merging, retail or e-commerce will remain separate areas of emphasis for certain brands, but will almost never be treated entirely separate.*

Optimizers

Businesses that value innovative solutions and are looking for a partner who can deliver.

Mid-optimizers

Companies with the potential to evolve towards more creative packaging solutions.

Transactionals

Interested only in the best prices.

Which people inside these organizations have the interest, willingness and power to engage with DS Smith?
Often the same types of profiles are active in both retail and e-commerce, but with different job titles. Each of these **personas** has their own goals, challenges and characteristics. A summary:



What we're saying

As stated before: it is crucial to make sure our messaging is **relevant to these 4 personas**. Communication that actually helps people is an excellent method to consistently position DS Smith as a reliable partner, and a preferred strategic choice.

A **proto-content plan** provides a framework for each persona in each stage of the buyer journey:

Persona	Promise	Awareness	Consideration	Decision
Head of Procurement	decreased costs (& minimized risks)	inform with numbers & stats, position DSSM as a thought leader	tips & tricks to strengthen your position internally	proof of cost-saving (Value tool,...) & business cases
Brand owner	increased sales	inspire creativity and show creation to be top of mind as an innovator	strategic packaging has plenty of creative benefits to offer	proof of increased sales (videos, cases, whitepapers,...)
Head of Supply Chain	minimized risks (& decreased costs)	impress with numbers & stats, position DSSM as a sustainable partner	go into holistic supply cycle philosophy	proof of minimized risks (videos, cases, whitepapers,...)
e-nterpreneur	all 3	emphasize the importance of secondary packaging (via unboxing and overpackaging)	concrete: how to stand out as an online brand (offer convenience)	proof of all-in-one partner (CTA: come test us)

Words



If the previous chapter has taught us anything, it's that we need to tailor our messaging to different personas. Important, in that regard, is the versatility of our creative umbrella concept. Both in images and in words.

Secondary headline

2 elements have to be clear from the start:

long-term partnership

the term strategic packaging fits nicely with DS Smith's positioning as packaging strategists, and implies longevity for both solution and cooperation.

the importance of secondary packaging

it can make the impossible, possible. It has the potential to create value where there wasn't any before and fundamentally improve the client's business.

***Transform your business
with strategic packaging***

Bodycopy

Transform your business with strategic packaging

Transport, storage, sales – every product offers its own set of challenges. Strategic packaging helps you turn those challenges into valuable opportunities. You can delight your customers, lower your costs and protect your products – all thanks to the versatile advantages of strategic packaging.

Discover your potential
at **www.strategic-packaging.com**

*Disclaimer: since we will be tailoring each message and advertisement to a certain persona by highlighting one specific benefit, **the secondary headline and body copy will be adjusted accordingly.** You will, however, notice that the structure and tone of voice remain consistent throughout.*

Tone of voice

As we've established, DS Smith likes to do business strategically, and with a purpose. No unnecessary delays, but communication that leads **straight towards the common goal**. Results matter, and we should make that clear in the way we express ourselves:

Direct and powerful

Number 1 priority for all of our personas? Getting results. We should not waste our audience's time with longwinded introductions. One message for one audience – always.

Short and concrete

Take a look at Smurfit Kappa. They too are focused on results and innovation. The difference? It's fun to work with us. DS Smith does not position itself as the biggest cooperation, but as a partner you'll love to work with.

Teasing, but no puns

No more "Pack up 2017,...", but please do "Challenge us".

Ambitious, but not arrogant

Our solutions can transform your business, but not without close, face-to-face cooperation. Strategic packaging has potential, sure, but we won't claim infinite powers or to "deliver the deepest insights programme ever seen in the packaging industry."

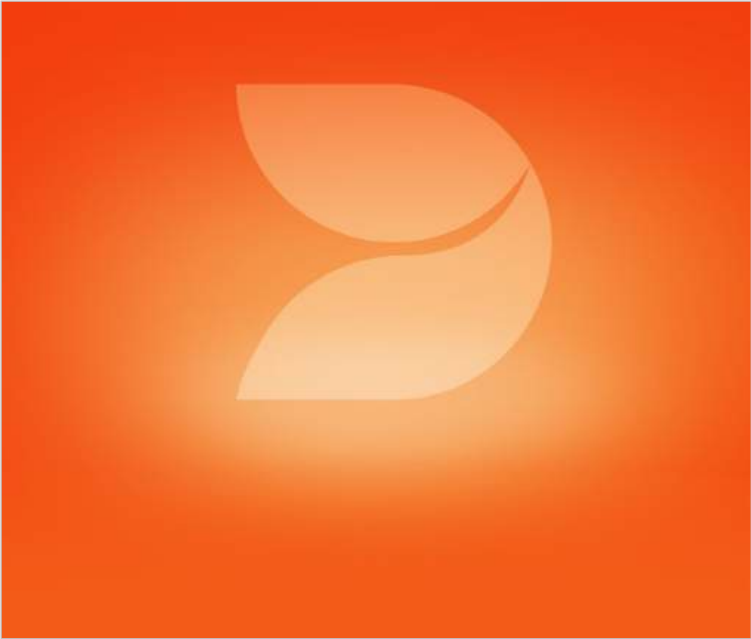


*Side note: results matter, yes, but there is one **differentiating factor** we should not lose track of: face-to-face cooperation and **human interaction**. Think PackRight workshops, Impact Centre visits and creative innovation sessions. It's a pleasure to work with DS Smith's packaging strategists, and we want that to shine through from the start.*

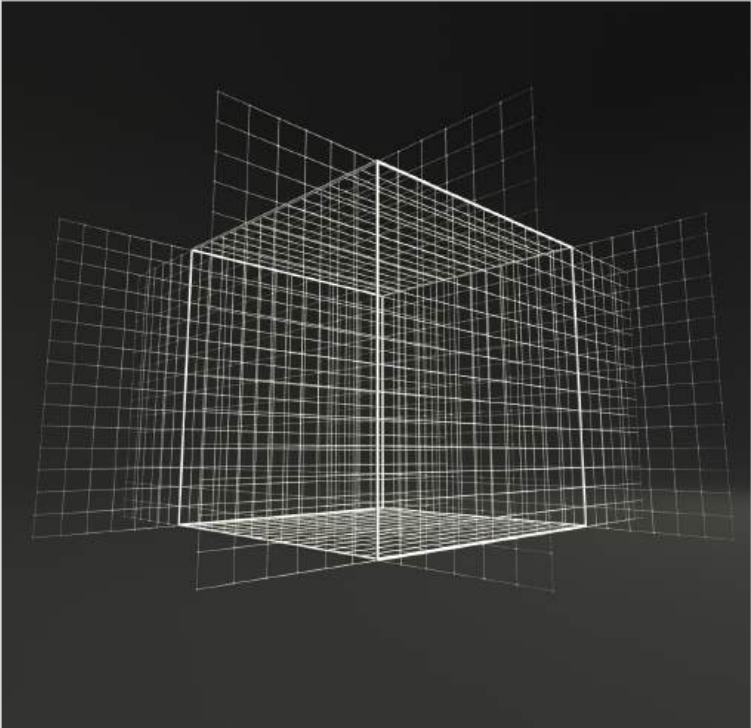
Images



Building blocks



Background



Grid



Product & headline

Background

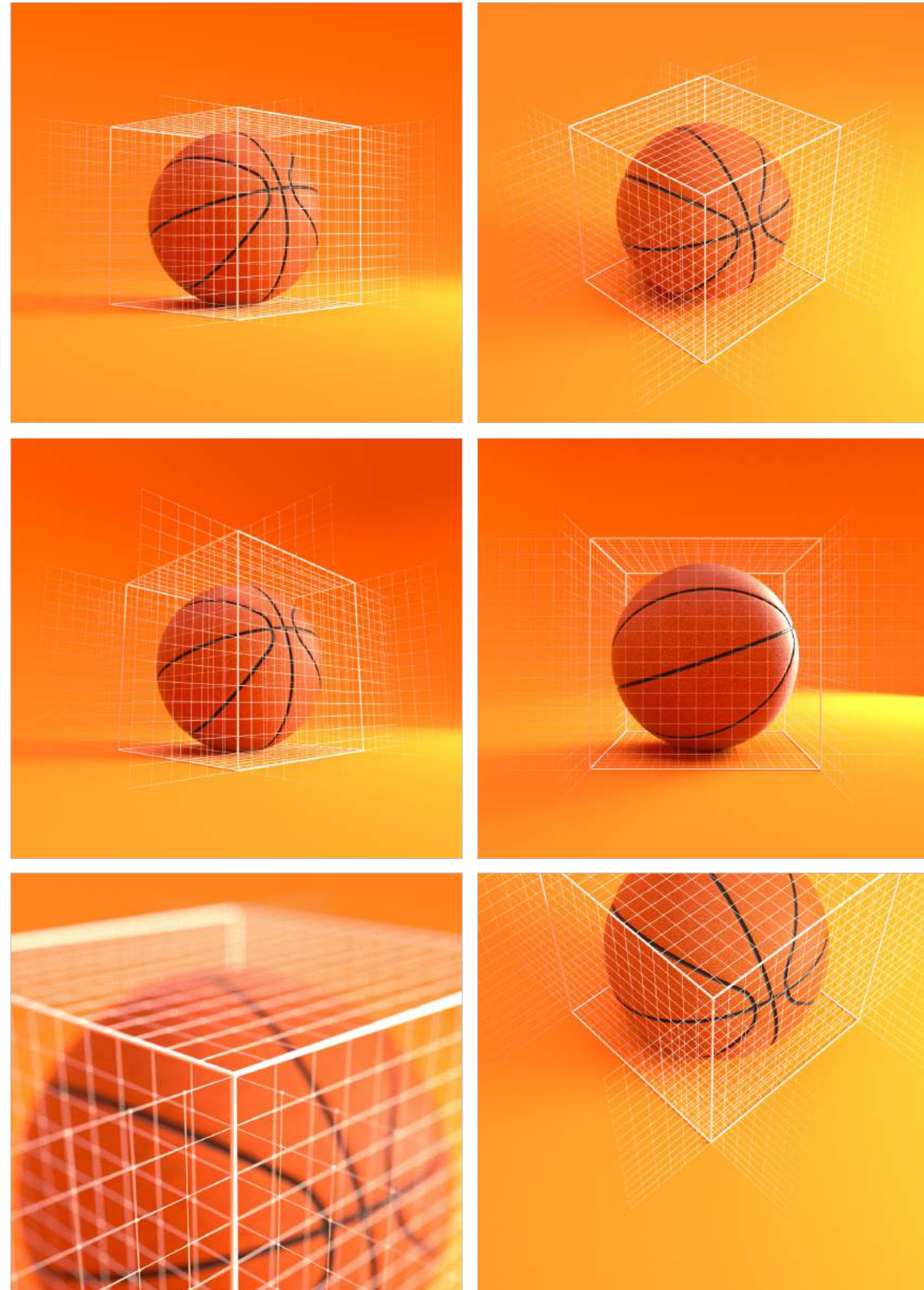
The **background color** is always DS Smith orange. The shape of the **DS Smith logo** will always be in the back. Finally, the **gradient** that fades from center to perimeter draws in the beholder.



Grid

Strategic packaging is symbolized by a grid. The grid represents the **concept of packaging**, rather than concrete cardboard boxes. It shows the potential of packaging to make the impossible, possible. To consider each project as an opportunity to make strategic improvements.

The 3D setup allows us to **alter the perspective** according to the object and benefit we want to emphasize.



Product & headline

The improvements offered by strategic packaging are different for each of our personas, which is why we focus on **5 core messages**. One for each stage of the supply cycle, for each target audience.

Each benefit is symbolized by a product, preferably with an obvious deficiency or characteristic. **Strategic packaging solves those deficiencies and emphasizes those characteristics.** The transformations are always spelled out in the headline.

Inbound & production	production improvements		Keep production running
Warehousing	space usage		Perfectly stackable
Distribution	efficient shipping		Handle with ease
Store	creative marketing		Almost visible from space
Consumer	customer satisfaction		Unbreakable

What if we want everything in one visual? As noted before; we will communicate the relevant message to the relevant target audience as often as possible. That means making choices. If we do have to combine all benefits in one image, an animation that transitions between all five is our recommendation.



production improvements



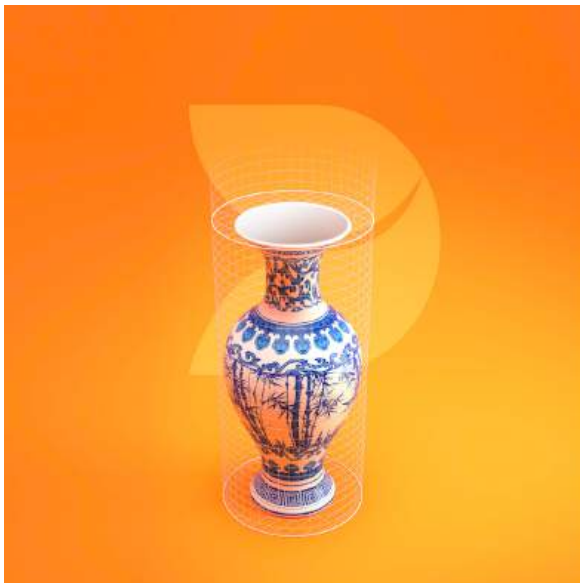
space usage



efficient shipping



creative marketing



customer satisfaction

Roll-out



Advertisements



Keep production running



Speed up your line with strategic packaging

Downtime is your biggest challenge. That's why our solutions are tailored to your packaging line and designed to maximize production efficiency. Made from high quality materials and subjected to innovative testing methods - strategic packaging is up to your task.

Guarantee your production at strategic-packaging.com



Perfectly stackable



Maximize your space with strategic packaging

Each inch of storage is a valuable asset. We can help you leverage that space by optimizing packaging thickness, adjusting stacking patterns and preventing void fill. Strategic packaging delivers just the right fit for less costs.

Start stacking higher at strategic-packaging.com



Handle with ease



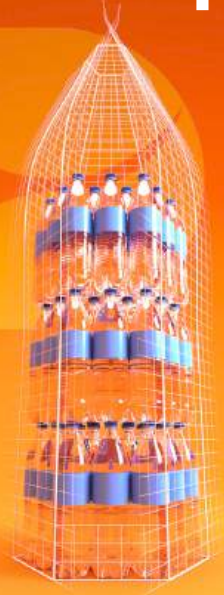
Protect your product with strategic packaging

Your product is handled by dozens of hands before reaching its final destination - each with the potential to cause considerable harm. Facilitate all touchpoints with strategic packaging to streamline your distribution.

Ship more efficiently at strategic-packaging.com



Almost visible from space



Stand out in store with strategic packaging

Point of purchase marketing helps you beat your most ambitious sales targets. Enhance in-store visibility with digitally printed packaging or boost product launches with creative displays. Strategic packaging makes your brand shine when and where it counts.

Claim your place in the spotlight at strategic-packaging.com



Unbreakable



Deliver the goods with strategic packaging

On the Internet or in stores - consumers expect perfection. Always. Make sure your product arrives in one piece and develop an exciting unboxing experience to delight your customers.

Stay true to your word at strategic-packaging.com

Advertisements



Keep production running



**Speed up your line
with strategic packaging**

Downtime is your biggest challenge. That's why our solutions are tailored to your packaging line and designed to maximize production efficiency. Made from high quality materials and subjected to innovative testing methods – strategic packaging is up to your task.

┌ **Guarantee your production
at strategic-packaging.com** ┐

Advertisements



Perfectly stackable



**Maximize your space
with strategic packaging**

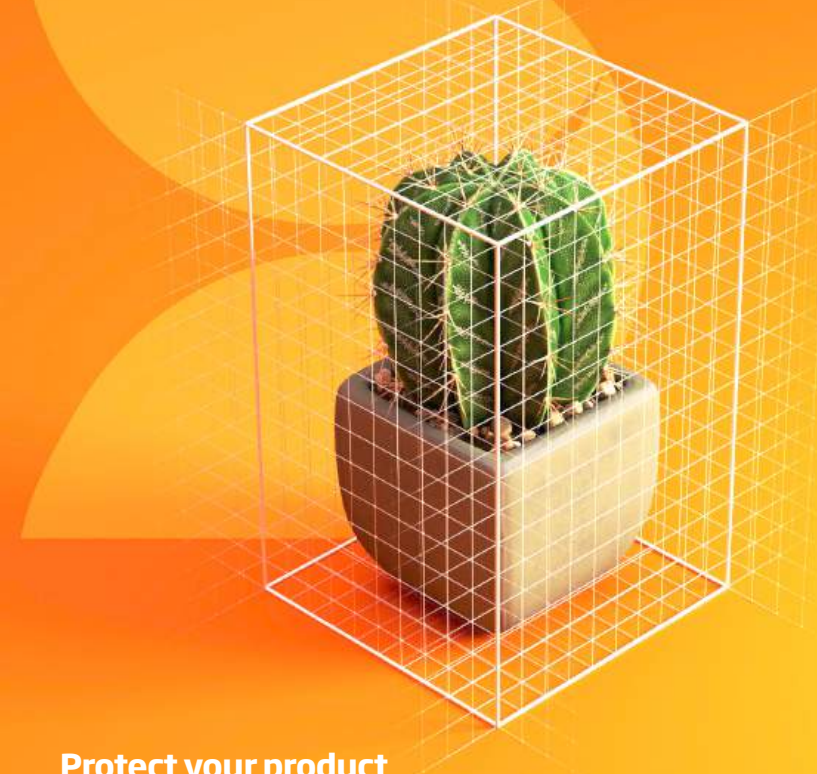
Each inch of storage is a valuable asset. We can help you leverage that space by optimizing packaging thickness, adjusting stacking patterns and preventing void fill. Strategic packaging delivers just the right fit for less costs.

Start stacking higher
at [strategic-packaging.com](https://www.strategic-packaging.com)

Advertisements



Handle with ease



**Protect your product
with strategic packaging**

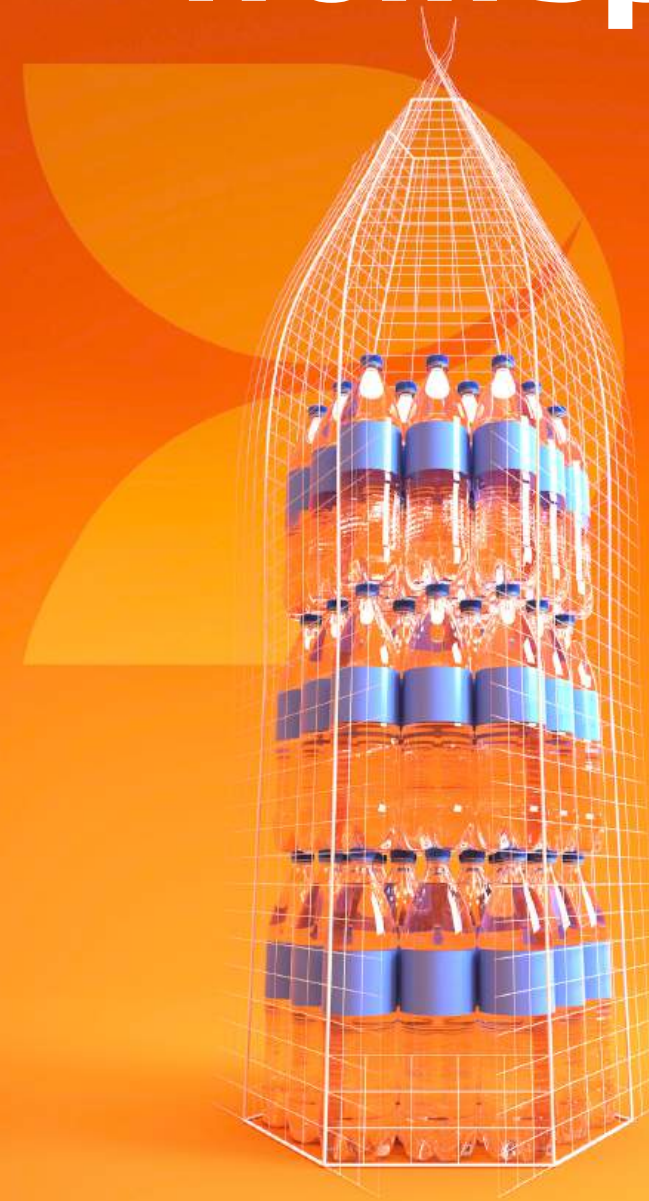
Your product is handled by dozens of hands before reaching its final destination - each with the potential to cause considerable harm. Facilitate all touchpoints with strategic packaging to streamline your distribution.

「
**Ship more efficiently
at strategic-packaging.com**
」

Advertisements



Almost visible from space



Stand out in store with strategic packaging

Point of purchase marketing helps you beat your most ambitious sales targets. Enhance in-store visibility with digitally printed packaging or boost product launches with creative displays. Strategic packaging makes your brand shine when and where it counts.

Claim your place in the spotlight
at [strategic-packaging.com](https://www.strategic-packaging.com)

Advertisements



Unbreakable



Deliver the goods with strategic packaging

On the internet or in stores - consumers expect perfection. Always. Make sure your product arrives in one piece and develop an exciting unboxing experience to delight your customers.

Stay true to your word
at strategic-packaging.com

Advertisements

Retail
in Beeld

"85% VAN ALLE PRODUCTEN WORDT GEKOZEN OP BASIS VAN KLEUR"

Kleur doet wat met een mens. Het is daarom van vitaal belang om ook in de retail de juiste kleuren te gebruiken, gaande van de inrichting van een pand over de kleuren van je producten naar de visuele invulling van de webshop. RetailDetail sprak met trendforecaster Hilde Francq van Box3 over hoe kleur in je zaak te brengen.

Box3 doet aan 'color marketing'. Wat mogen we daar precies onder verstaan?

H.F.: "Box3 is een 'trend agency' rond kleurmarketing: wij bepalen ieder seizoen - ongeveer anderhalf à 2 jaar op voorhand - een aantal kleurentrends. Die kleurentrends zijn gebaseerd op grondige trendresearch. Bij die research hoort ook een samenkomst van de Color Marketing Group, een groep van internationale kleurexperts, waar ik deel van uitmaak. Ieder seizoen komen we zo tot een aantal kleurpaletten die over twee jaar trendbepalend zullen zijn. Zij vormen de basis voor ons aanbod naar onze klanten toe, zo geven wij hen advies over de kleuren van hun producten en over de samenstelling van hun collecties.

Maar we bieden onze klanten ook een verhaal rond die kleuren, een vorm van storytelling die ook centraal kan staan in hun marketingaanpak. Die verhalen noemen wij 'Color Stories'. De laatste jaren hebben we daarin een unieke expertise opgebouwd."

Als je over kleurgebruik praat, heb je het over enkele basisregels.

H.F.: "De eerste regel is: gebruik 80% basiskleuren en 20% trendy kleuren. Wanneer je een collectie samenstelt, moet je deze 80-20 regel hanteren. Dat wil zeggen dat je 80% maakt in traditionele, commerciële kleuren, waarmee je omzetrunners creëert. De overige 20% in meer trendy kleuren vormt net dat deel dat bepalend is voor je imago.

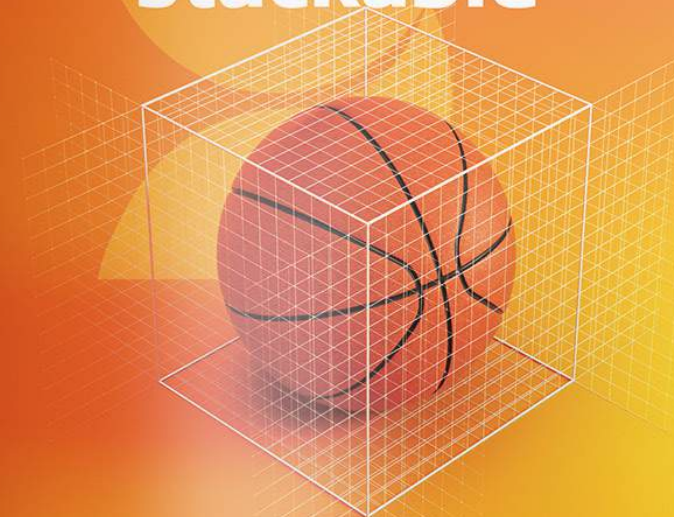
Ten tweede is het zo dat 85% van alle producten wordt gekozen op basis van kleur. NCS, de organisatie achter de internationale verfcodes, heeft dat ontdekt. Neem bijvoorbeeld een keukenrobot in een giftgroene kleur. Die machine mag technisch in orde zijn, als je die kleur niet vindt passen, zal je waarschijnlijk afzien van de aankoop. Ten derde zijn er kleurvolgers en kleurpioniers. Wanneer je een collectie samenstelt, moet je heel goed weten in welk segment je thuis hoort. Fashion, accessoires en zelfs brilmonturen zijn kleurpioniers: zij zijn altijd de eerste om nieuwe kleuren te introduceren. Interieur is daarentegen een kleurvolger. Mensen moeten eerst een kleur zien



Hilde Francq
TRENDFORECASTER BOX3



Perfectly stackable



Maximize your space
with strategic packaging

Each inch of storage is a valuable asset. We can help you leverage that space by optimizing packaging thickness, adjusting stacking patterns and preventing void fill. Strategic packaging delivers just the right fit for less costs.

Start stacking higher
at [strategic-packaging.com](https://www.strategic-packaging.com)

Advertisements



"85% VAN ALLE PRODUCTEN WORDT GEKOZEN OP BASIS VAN KLEUR"

Kleur doet wat met een mens. Het is daarom van vitaal belang om ook in de retail de juiste kleuren te gebruiken, gaande van de inrichting van een pand over de kleuren van je producten naar de visuele invulling van de webshop. RetailDetail sprak met trendforecaster Hilde Francq van Box3 over hoe kleur in je zaak te brengen.

Box3 doet aan 'color marketing'. Wat mogen we daar precies onder verstaan?

H.F.: "Box3 is een 'trend agency' rond kleurmarketing: wij bepalen ieder seizoen - ongeveer anderhalf à 2 jaar op voorhand - een aantal kleurentrends. Die kleurentrends zijn gebaseerd op grondige trendresearch. Bij die research hoort ook een samenkomst van de Color Marketing Group, een groep van internationale kleurexperts, waar ik deel van uitmaak. Ieder seizoen komen we zo tot een aantal kleurpaletten die over twee jaar trendbepalend zullen zijn. Zij vormen de basis voor ons aanbod naar onze klanten toe, zo geven wij hen advies over de kleuren van hun producten en over de samenstelling van hun collecties.

Maar we bieden onze klanten ook een verhaal rond die kleuren, een vorm van storytelling die ook centraal kan staan in hun marketingaanpak. Die verhalen noemen wij 'Color Stories'. De laatste jaren hebben we daarin een unieke expertise opgebouwd."

Als je over kleurgebruik praat, heb je het over enkele basisregels.

H.F.: "De eerste regel is: gebruik 80% basiskleuren en 20% trendy kleuren. Wanneer je een collectie samenstelt, moet je deze 80-20 regel hanteren. Dat wil zeggen dat je 80% maakt in traditionele, commerciële kleuren, waarmee je omzetrunners creëert. De overige 20% in meer trendy kleuren vormt net dat deel dat bepalend is voor je imago.

Ten tweede is het zo dat 85% van alle producten wordt gekozen op basis van kleur. NCS, de organisatie achter de internationale verfcodes, heeft dat ontdekt. Neem bijvoorbeeld een keukenrobot in een giftgroene kleur. Die machine mag technisch in orde zijn, als je die kleur niet vindt passen, zal je waarschijnlijk afzien van de aankoop. Ten derde zijn er kleurvolgers en kleurpioniers. Wanneer je een collectie samenstelt, moet je heel goed weten in welk segment je thuis hoort. Fashion, accessoires en zelfs brilmonturen zijn kleurpioniers: zij zijn altijd de eerste om nieuwe kleuren te introduceren. Interieur is daarentegen een kleurvolger. Mensen moeten eerst een kleur zien



Hilde Francq
TRENDFORECASTER BOX3



Unbreakable



**Deliver the goods
with strategic packaging**

On the internet or in stores - consumers expect perfection. Always. Make sure your product arrives in one piece and develop an exciting unboxing experience to delight your customers.

Stay true to your word
at strategic-packaging.com

Landing page



Delight your e-commerce customers offline



54% of shoppers have experienced poor-quality packaging.

27% would stop ordering online if the same problem occurred again.

Download your free e-commerce whitepaper*

Name

Function

Company

Email

☒ Keep me in the loop!

Download

Download your free e-commerce whitepaper*

Name

Function

Company

Email

☒ Keep me in the loop!

Download

Poor packaging is bad for business

The first physical contact with a new purchase can be a disappointing event that leads to negative reviews. An exciting unboxing experience, on the other hand, can leave your online customers wanting more.

Enjoy our research on packaging trends in e-commerce and **let your e-sales reap the benefits**

4 surprising facts from our whitepaper

- 1. It's not just for millennials anymore**
99% of respondents has tried **home delivery**.
- 2. Enjoy the lasting effects of packaging**
44% of online buyers think **durability** is packaging's most important attribute.
- 3. Packaging has become a priority**
15% of respondents mention packaging in their **top 3** (vs. 19% for customer service).
- 4. Go for a sustainable approach**
12% of online buyers wouldn't order again from a company that **overpackages**.



Animated banners

54%

of shoppers have experienced poor-quality packaging

DOWNLOAD OUR FREE E-COMMERCE WHITEPAPER

54%

of shoppers have experienced poor-quality packaging

DOWNLOAD OUR FREE E-COMMERCE WHITEPAPER

DS Smith

E for Experience

54%

of shoppers have experienced poor-quality packaging

DOWNLOAD OUR FREE E-COMMERCE WHITEPAPER

DS Smith

E for Experience

54%

of shoppers have experienced poor-quality packaging

DOWNLOAD OUR FREE E-COMMERCE WHITEPAPER

FREE + £15

BOOK YOUR PACKRIGHT WORKSHOP

12%

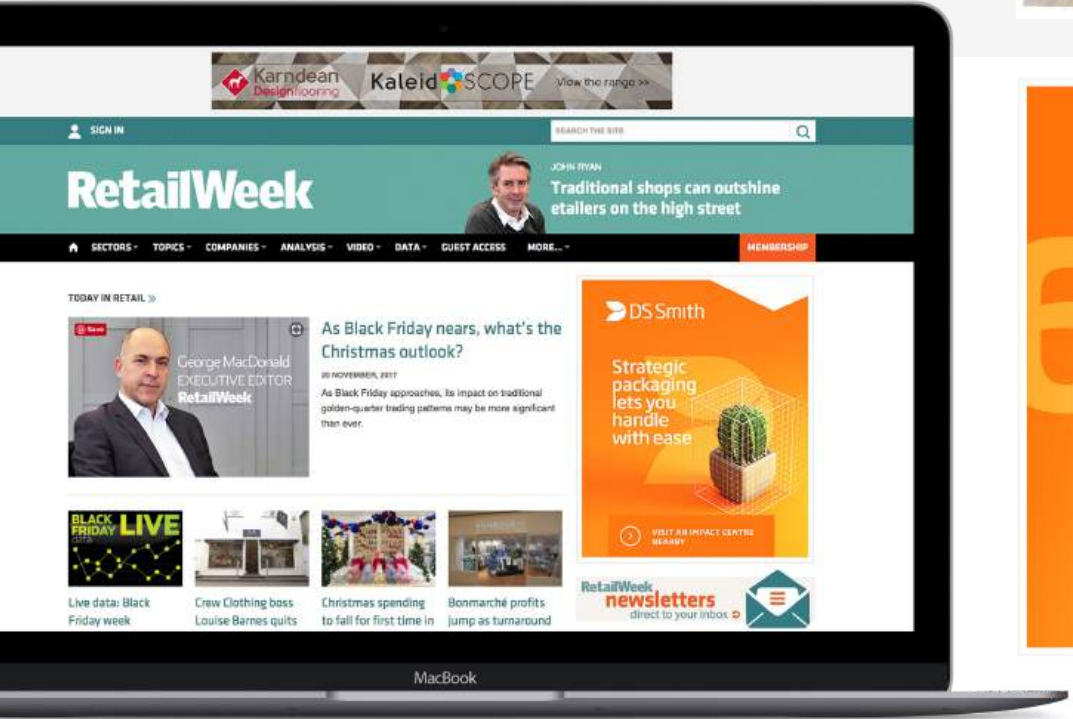
BOOK YOUR PACKRIGHT WORKSHOP

DS Smith

12%

wouldn't order again from a company that overpackages

BOOK YOUR PACKRIGHT WORKSHOP



60%

VISIT AN IMPACT CENTRE NEARBY

60%

of lost sales are due to store operations

VISIT AN IMPACT CENTRE NEARBY

DS Smith

Strategic packaging lets you handle with ease

VISIT AN IMPACT CENTRE NEARBY

DS Smith

Strategic packaging lets you handle with ease

VISIT AN IMPACT CENTRE NEARBY

Social banners

