

frank.  
green

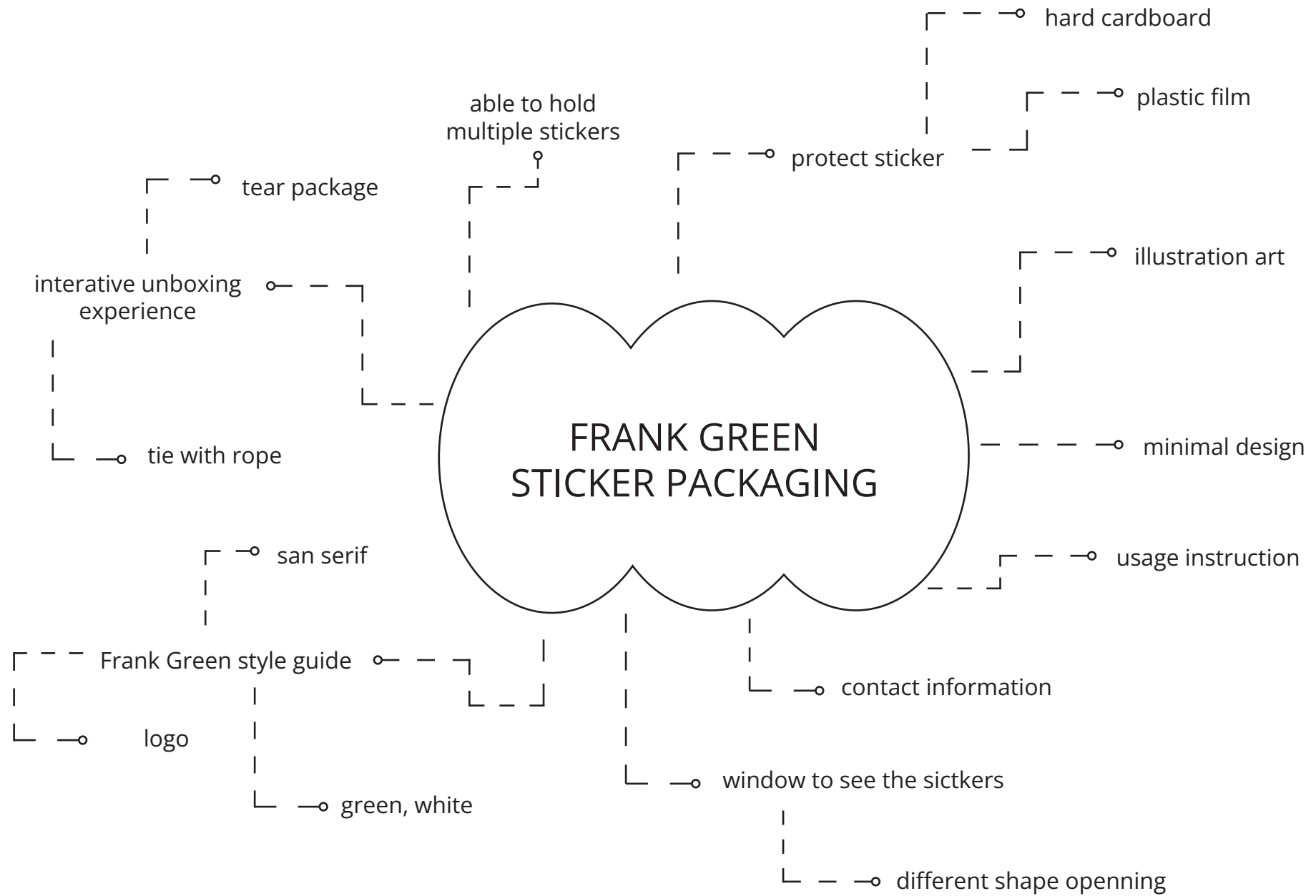
GREEN  
LIVING

Vinyl Stickers

Frank Green is a recognised leader in sustainable products, offering customisable and reusable solutions that resonate with eco-conscious consumers. Through monogram services, customers can personalise their Frank Green water bottles which creates a unique bond with their possessions.

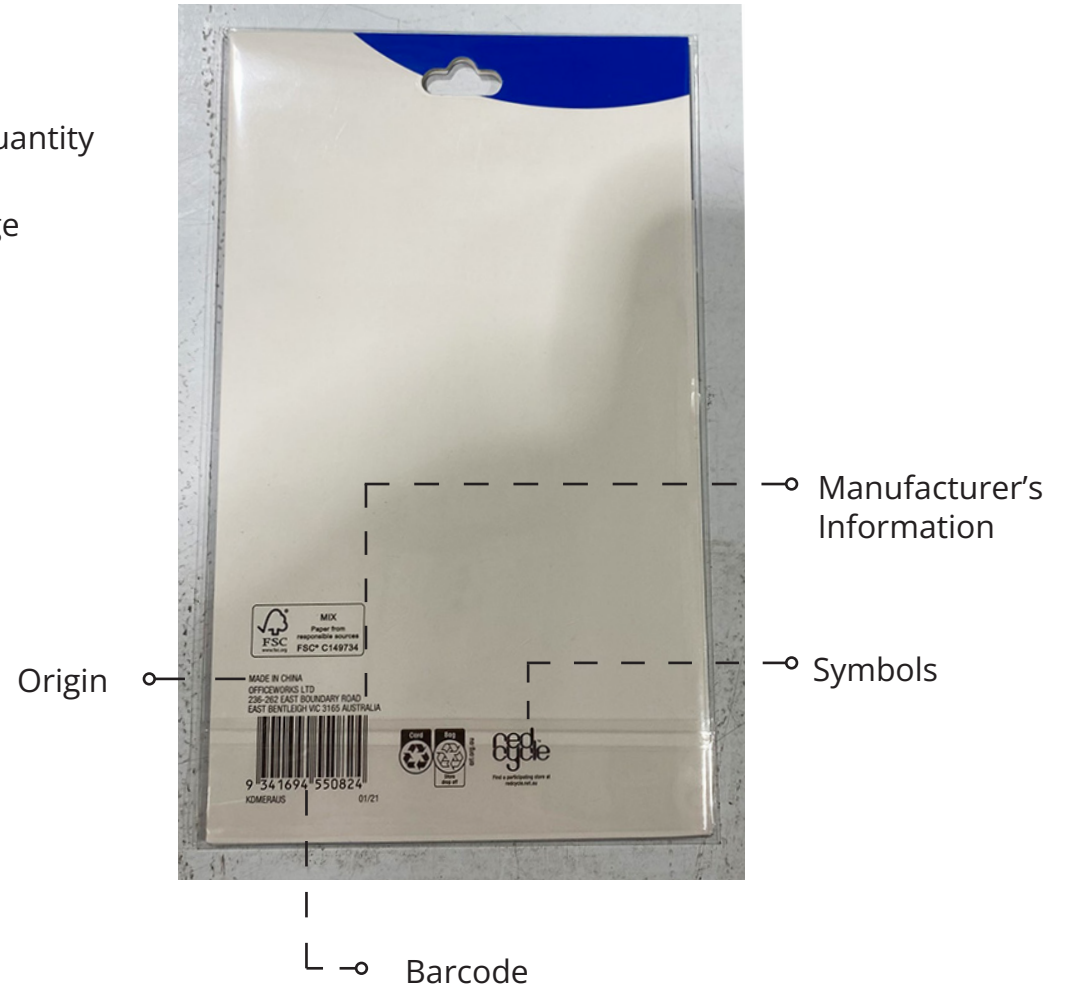
Introducing a new product called Vinyl Stickers, where customers to personalise their belongings and express their personalities even further. This initiative aims to foster deeper emotional connections with our customers, enhance brand loyalty while staying true to our sustainable values. It's about making every product uniquely yours while making a positive impact on the environment.

Welcome to a more personal and sustainable world with Frank Green.



# COMPETITORS ANALYSIS

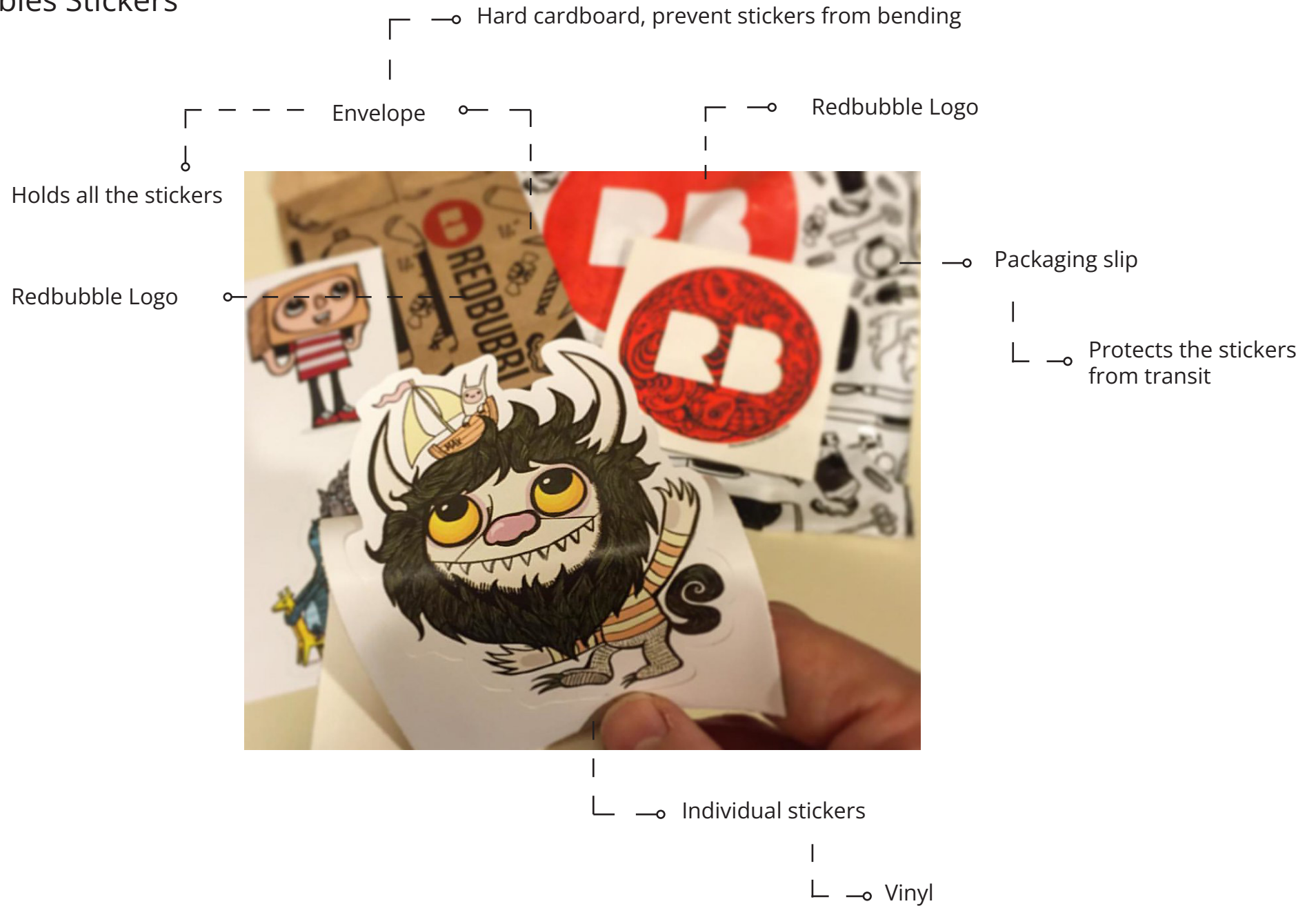
# Kadink Stickers



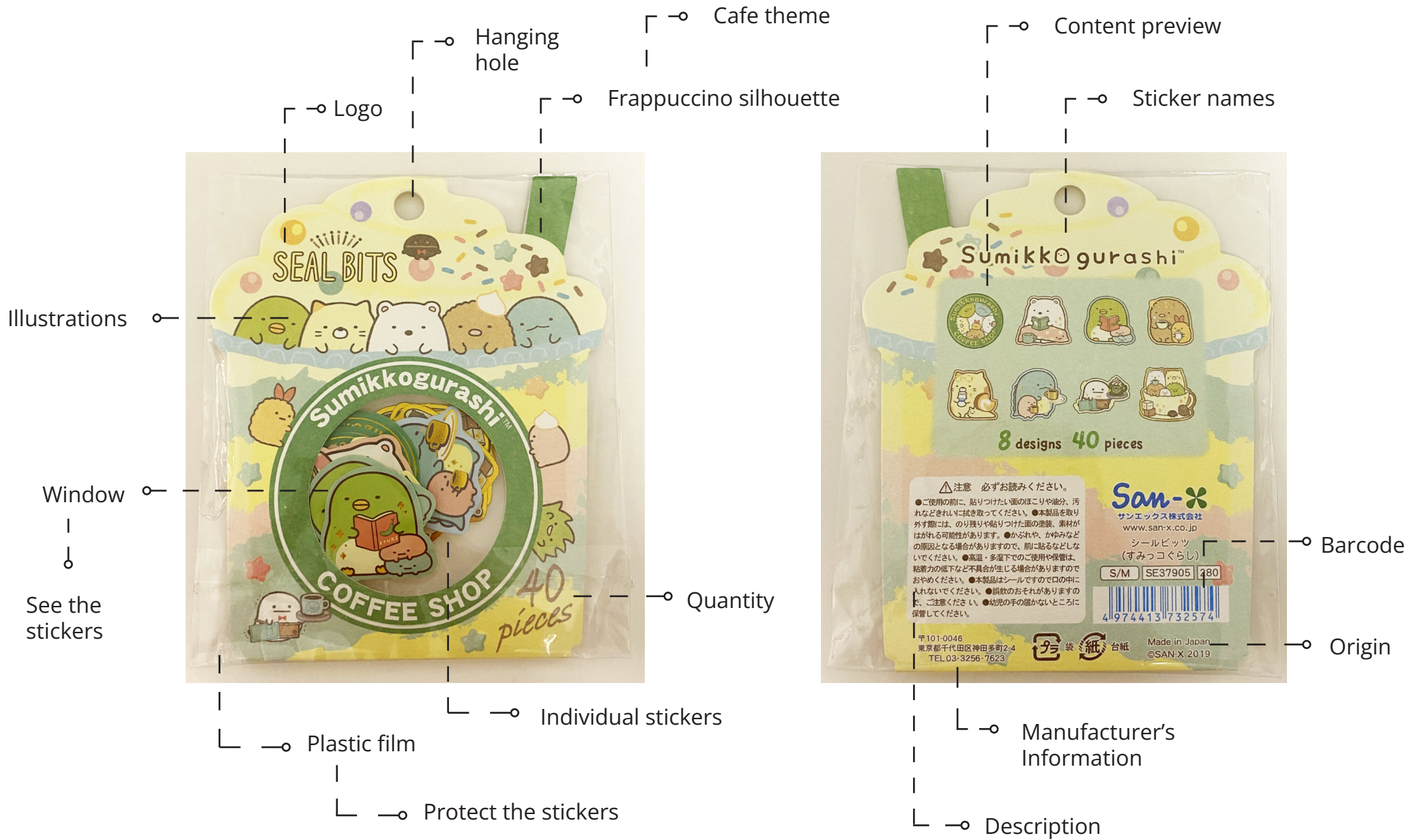


Kadink stickers are neatly arranged on a display rack to ensure visibility to customers. The packaging is designed to capture potential buyers' attention by featuring clear packaging which enables customers to view the designs without opening the package.

# Redbubbles Stickers



# Japanese Stickers







**FRANK GREEN  
PACKAGE ANALYSIS**



The main retail store that carries the entire range of Frank Green products is David Jones.



Placement 1

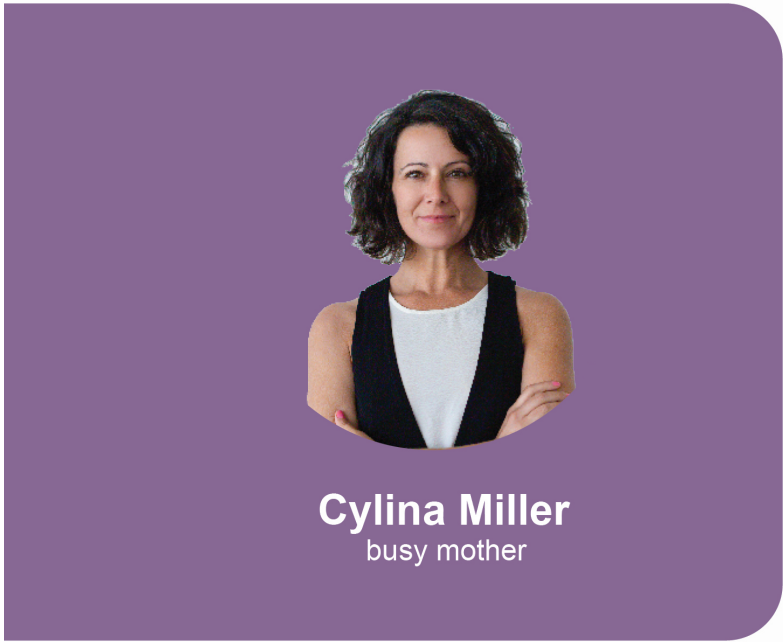
The initial placement for the Frank Green stickers will be alongside the Frank Green bottles. The packaging must be cohesive, adhering to the same design and capable of standing on the shelves.



Placement 2

The second placement will be on the display hooks, where it can either be showcased independently or positioned in proximity to the water bottles. The packaging must include a hanging hole.

# **TARGET AUDIENCES**



- Age: 40
- Gender: Female
- Occupation: Consultant
- Marital status: Married
- Family: 3 Children
- Fav Movie: Titanic
- Fav Colour: Purple

**BIO**

Cylina, is a loving and busy mother of three, a son and two daughters. She is dedicated to providing her children with the best experiences and products that align with her values. She believes in sustainable choices and cherishes moments of creativity with her kids. Cylina is constantly finding products that reflect her family’s unique identity and encourage her children’s self-expression.

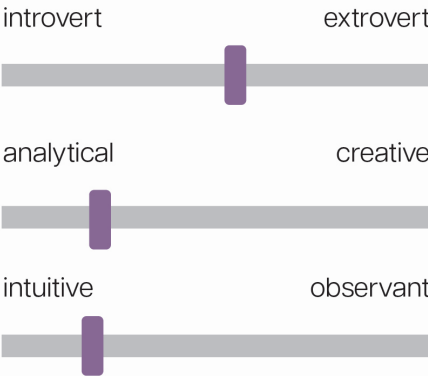
**GOALS**

- Expressing Individuality
- Creating Meaningful Moments
- Sustainability and Durability

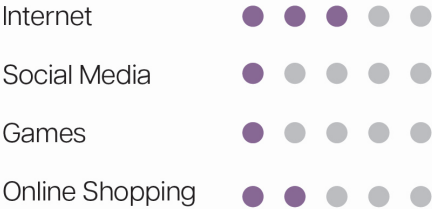
**PAIN POINTS**

- Limited Personalisation Options
- Busy Schedule
- Quality vs Price

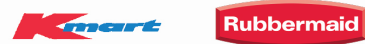
**PERSONALITY**



**TECHNOLOGY**



**BRANDS**





# Cylina Miller

busy mother

## Feel

- Excited
- Anxious
- Proud
- Happy

## Think

- “I value quality over quantity when it comes to my children’s belongings.”
- “Personalised products can be a great way to create lasting memories with my kids.”
- “I want my children to develop a sense of individuality from a young age.”

## Say

- “I want my children to have unique belongings that reflect their personalities.”
- “Finding time for creative activities with my kids is important to me.”
- “I wish there were more sustainable options for kids’ products.”

## Does

- Searches online for customisable products
- Invites her children to be part of the personalisation process to foster creativity and bonding.
- Looks for brands that share her values

## Pain

- Struggles to find a wide range of customisation options for her children’s belongings.
- Feels overwhelmed by her busy schedule and limited time for researching products.
- Worries about the environmental impact of conventional, non-sustainable children’s products.

## Gain

- Finds joy in creating unique, memorable moments with her children through personalization.
- Experiences a sense of accomplishment when she discovers high-quality, sustainable products.
- Builds a stronger bond with her children by involving them in the creative process of customisation.



### Researching

- Say: "I want my kids to have products that reflect their personalities."
- Emotion: Excited, eager to find unique products.
- Action: Begin online search, looking for options that resonate with her values.



### Exploring Options

- Say: "There are fewer choices for personalisation than I expected."
- Emotion: Disappointed and frustrated due to the lack of diverse options.
- Action: Continues the search with hopes of finding more brands that offer personalisation choices.



### Discover Frank Green

- Say: "This brand seems to focus on sustainability and creativity."
- Emotion: Curious and intrigued by the brand's alignment with her values.
- Action: Explores the brand's website and product range. Discovered that there are customised stickers.



### Going to the Shops

- Say: "I can't wait to come home with stickers for my kids. We will have so much fun decorating."
- Emotion: Happy and excited to purchase the stickers.
- Action: Driving to the shopping centre.



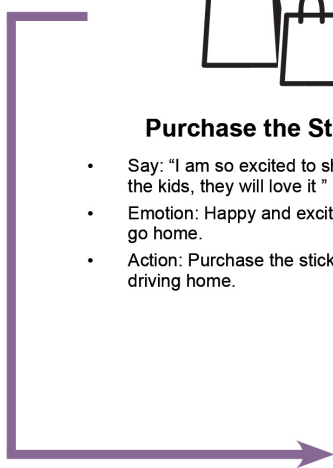
### Looking for the Stickers

- Say: "I wonder where these stickers are located."
- Emotion: Excited to find the stickers but worried if they are all sold out.
- Action: Walking around store



### Purchase the Stickers

- Say: "I am so excited to show these to the kids, they will love it"
- Emotion: Happy and excited, can't wait to go home.
- Action: Purchase the stickers and is driving home.



### Unboxing the Sticker Package

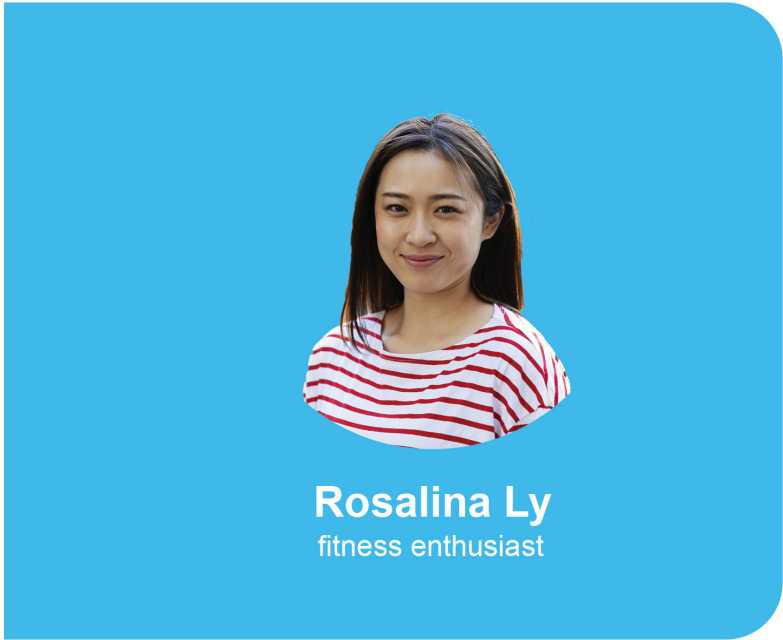
- Say: "The stickers look even better than I imagined."
- Emotion: Delighted and satisfied with the quality and personalised designs.
- Action: Shares the unboxing experience with her children, fostering joy and a sense of ownership.



### Using the Stickers

- Say: "This looks really cool on the water bottle, I love it"
- Emotion: Happy and Greatful that the kids have a unique water bottle.
- Action: Peeling the sticker and placing it on the water bottle.





- Age: 21
- Gender: Female
- Occupation: Graphic Designer
- Marital status: Single
- Family: 0
- Fav Movie: 23 Dresses
- Fav Colour: Blue

**BIO**

Rosalina is a fitness enthusiast who's passionate about maintaining an active lifestyle. She is super creative as she is a graphic director. In her free time, she enjoys spending time outdoors and participating in various fitness activities like running, yoga and hiking.

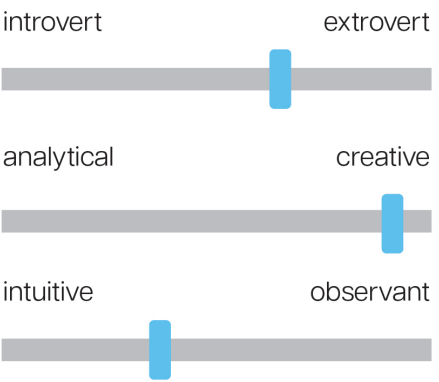
**GOALS**

- Personalised Fitness Accessories
- Motivation & Self-Expression
- Convenience & Sustainability

**PAIN POINTS**

- Limited Personalisation Options
- Quality vs Price
- Style vs Functionality

**PERSONALITY**



**TECHNOLOGY**



**BRANDS**





# Rosalina Ly

fitness enthusiast

## Feel

- Excited
- Frustrated
- Confident
- Motivated

## Think

- “Fitness should be enjoyable and a form of self-expression.”
- “Accessories that resonate with my creativity can boost my confidence during workouts.”
- “I value sustainability and want my products to align with my eco-conscious beliefs.”

## Say

- “I want my fitness accessories to reflect my personal style and creativity.”
- “Staying active is a crucial part of my routine.”
- “I’m always looking for products that motivate me to push my limits.”

## Does

- Searches for fitness accessories that offer customisation.
- Engages in various fitness activities.
- Integrates art and creativity into fitness routines, looking for products that enhance this connection.

## Pain

- Struggles to find fitness accessories that match their artistic taste and personal style.
- Balances the need for performance with the desire for aesthetic appeal.
- Time constraints due to a busy schedule, impacting their ability to research and find personalized fitness products

## Gain

- Experiences a sense of accomplishment when they find fitness accessories that resonate with their creative personality.
- Feels motivated and confident during workouts when using personalised accessories
- Aligns with their sustainability values by investing in eco-friendly, reusable fitness products.



### Purchased Frank Green Bottle

- Say: "I love my Frank Green Bottle, but I am getting bored with the plain colour. I want something creative and unique"
- Emotion: Excited, eager to find unique products.
- Action: Begin online search, to see how to customise their water bottle.



### Discover Frank Green Stickers

- Say: "I can't believe Frank Green have their own sticker collection. They are soo cool."
- Emotion: Thrilled and intrigued by the stickers designed.
- Action: Exploring the Frank Green stickers options and deciding which one to buy.



### Visualiser

- Say: "These stickers looks soo cool on my bottle"
- Emotion: Excited to see all the stickers on her bottle.
- Action: Visualising what the stickers will look like on the bottle.



### Waiting for Delivery

- Say: "I can't wait to see how the stickers turns out."
- Emotion: Excited and anticipatory about receiving the products.
- Action: Waiting eagerly for the package to arrive.



### Unboxing the Package

- Say: "The stickers look even better than I imagined."
- Emotion: Delighted and satisfied with the quality and personalised designs.
- Action: Shares the unboxing experience with her children, fostering joy and a sense of ownership.



### Using the Stickers

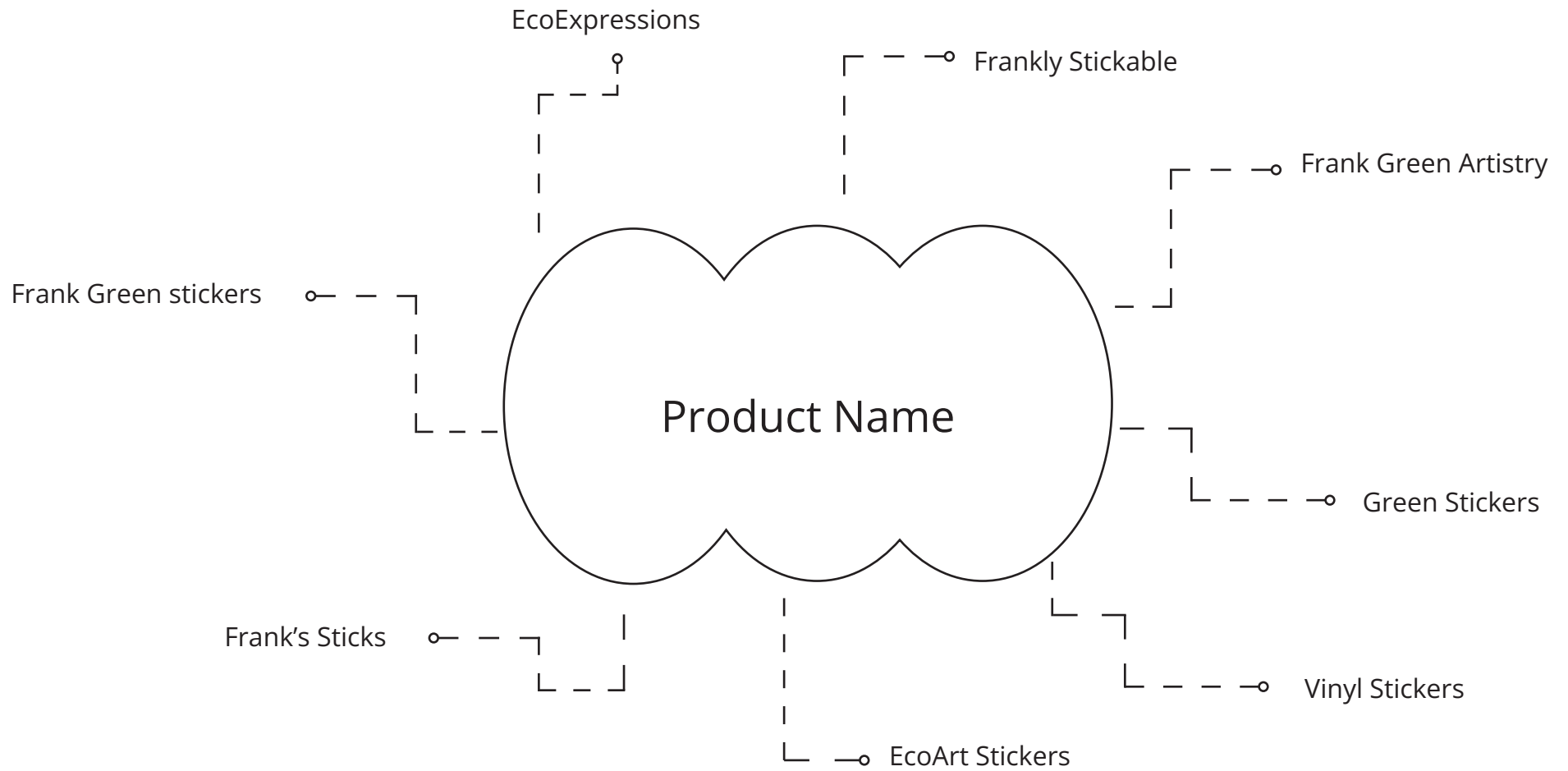
- Say: "This looks really cool on the water bottle, I love it"
- Emotion: Happy and inlove on how unique the water bottle looks.
- Action: Peeling the sticker and placing it on the water bottle.



### Sharing on social media

- Say: "I love this so much, I have to post this on my Instagram story."
- Emotion: Happy and excited to see what her friends will say
- Action: Taking a picture of the bottle and posting in on Instagram

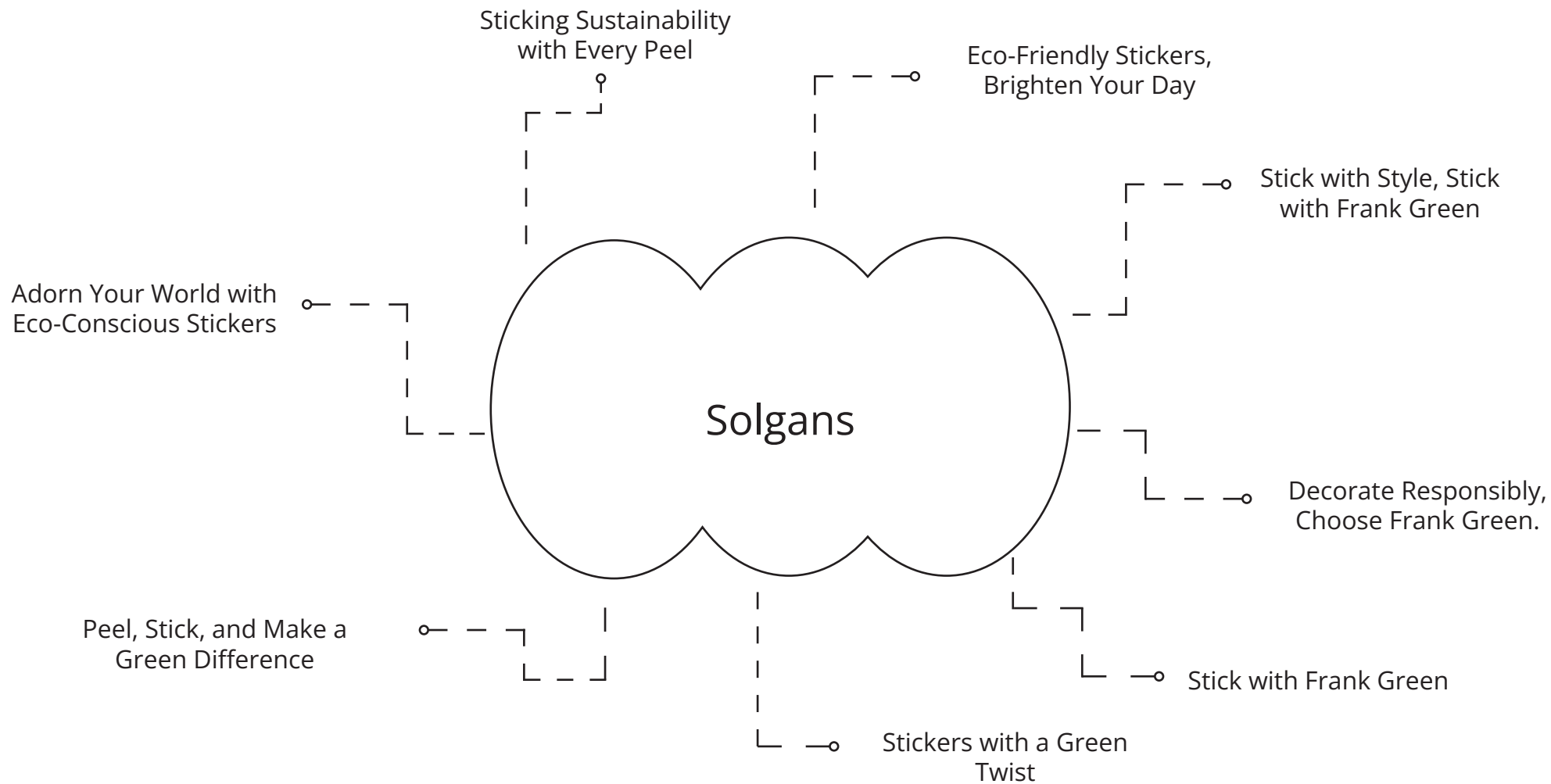
**IDEATION**



## **Product Name**

Vinyl Stickers

Frank Green product names are straightforward and transparent. For example their water bottler name are "Ceramic Reusable bottle" which clearly tells the consumer what the product is. Therefore I chose "Vinyl Stickers" as the product name for the new product line for Frank Green. The term Vinyl conveys the primary material used for these stickers, promoting transparency and informing customers that they are acquiring durable and long-lasting products. This choice maintains consistency with Frank Green's commitment to simplicity, honesty, and high-quality offerings.



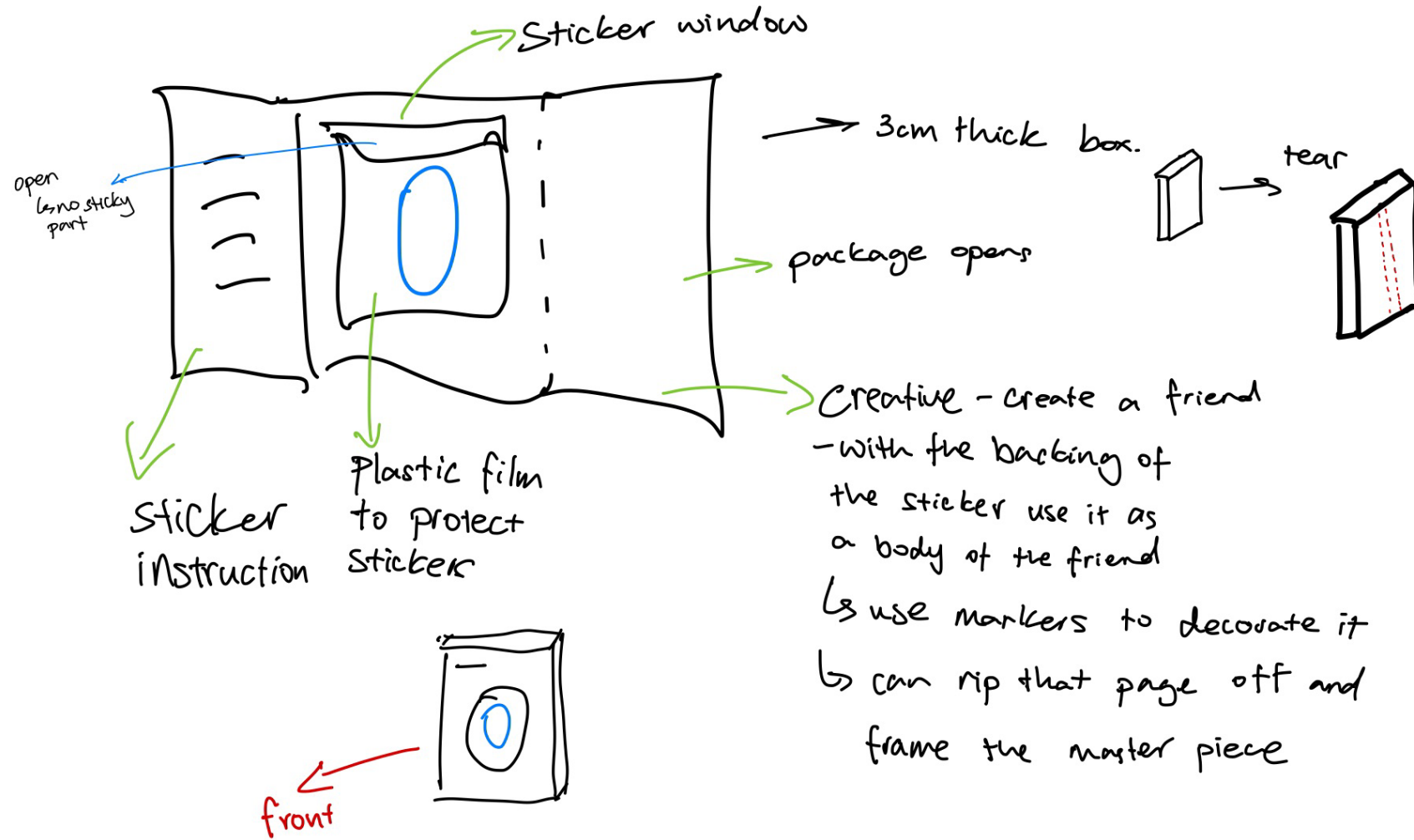
## **Solgan**

Peel, Stick, and Make a Green Difference

This slogan is action-oriented which encourages customers to take a direct, easy, step of peeling and sticking. The phrase "Make a Green Difference" encapsulates the eco-friendly aspect of the product, resonating with individuals who seek to have a positive impact on the environment. This slogan's positive and uplifting connotation inspires customers to be part of a positive change. Ultimately, it not only effectively conveys the product's purpose but also seamlessly integrates with the overall brand identity and mission of Frank Green, creating a powerful and memorable message for customers.

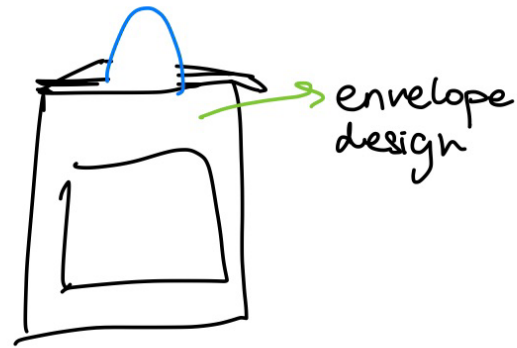
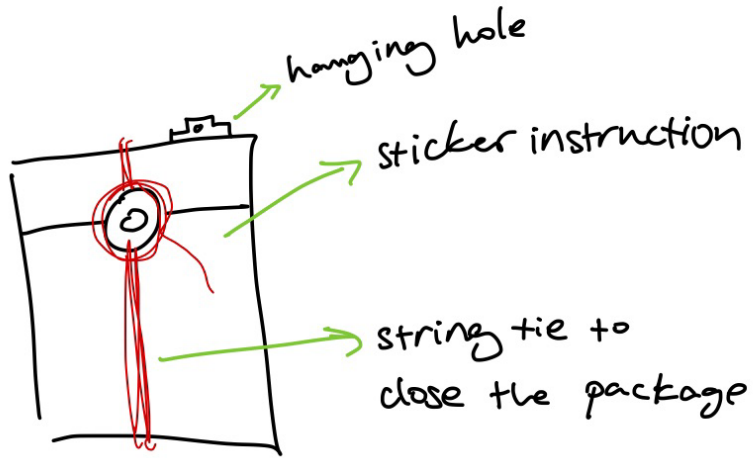


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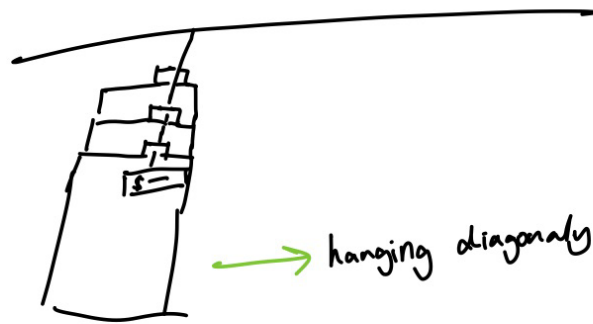
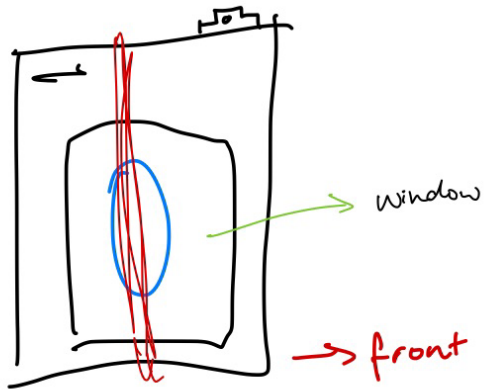
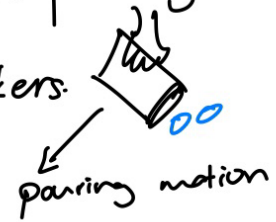
- sustainability: repurposing the package

2

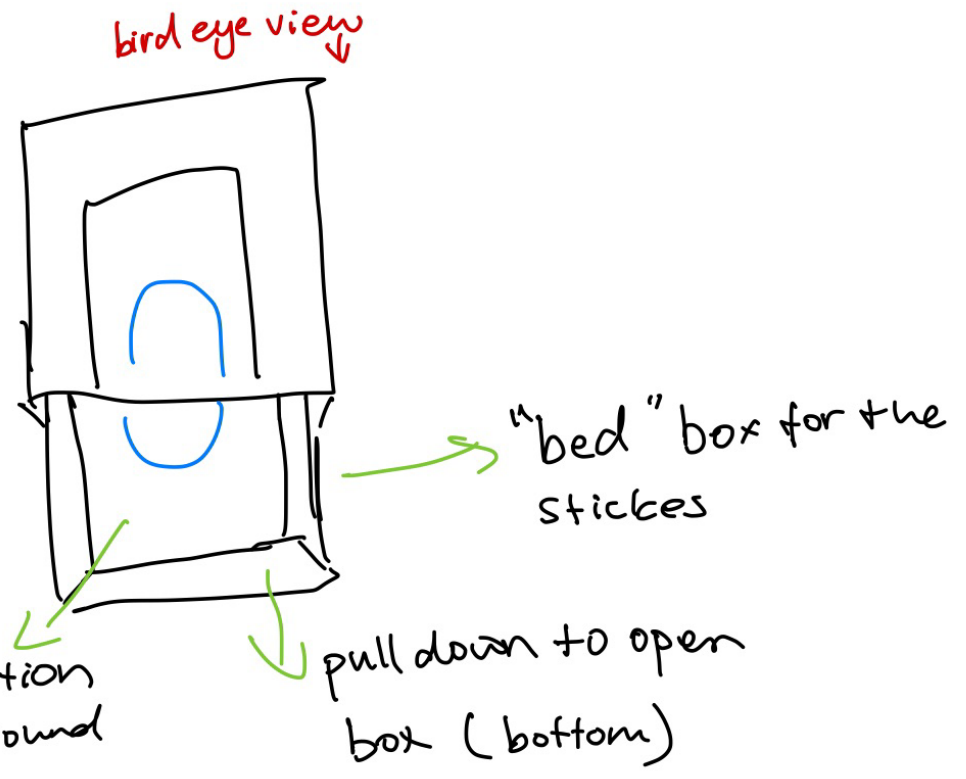
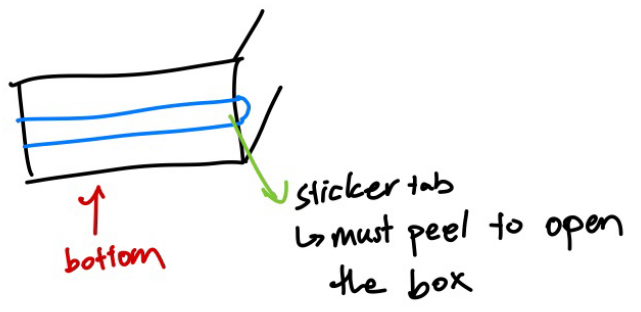
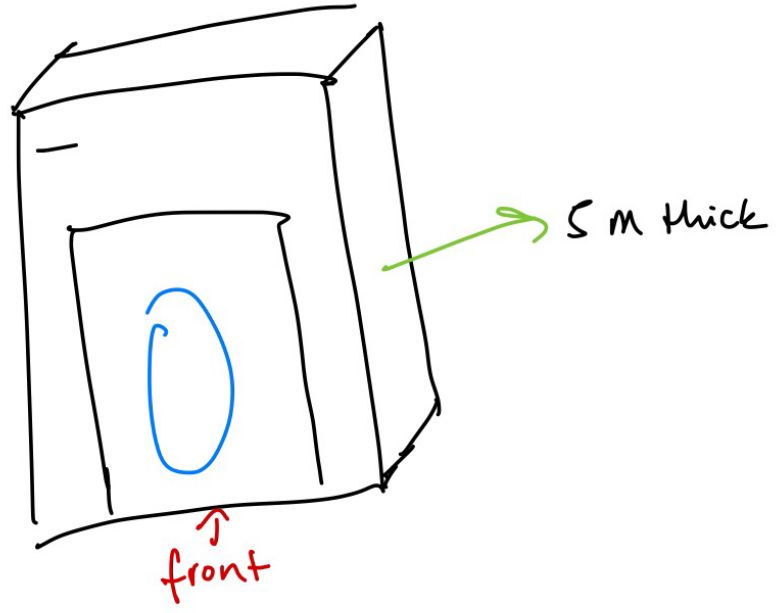


↳ back

- unravel the string to open the package
- downside: hard to get the stickers.

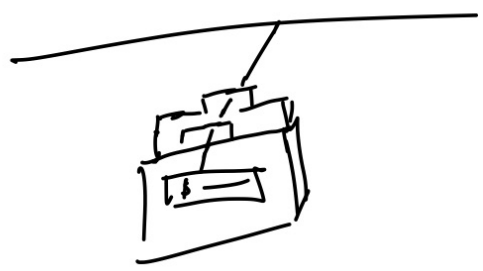
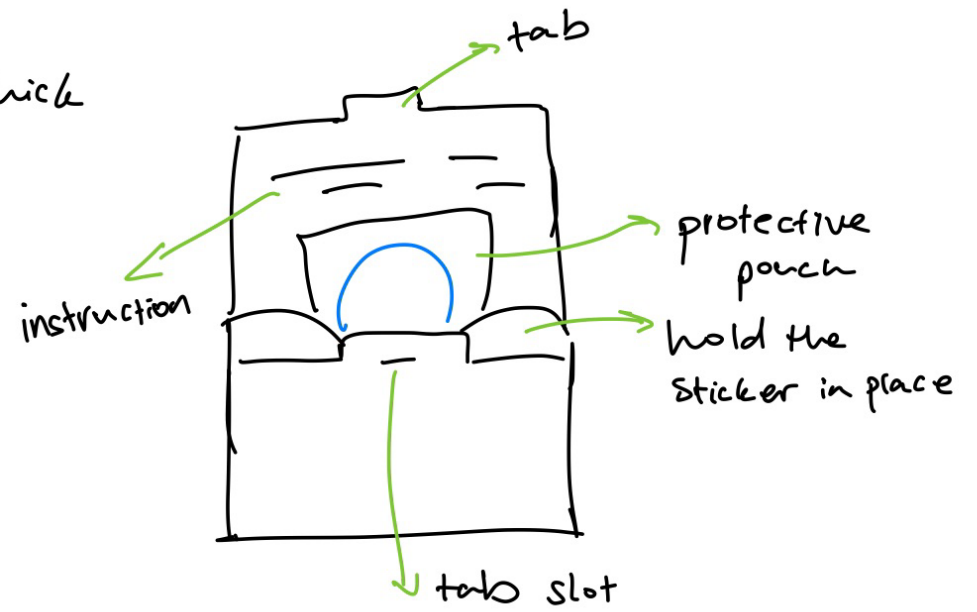
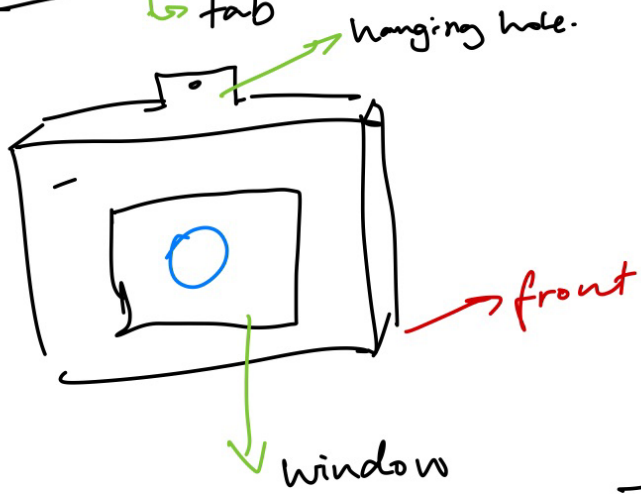
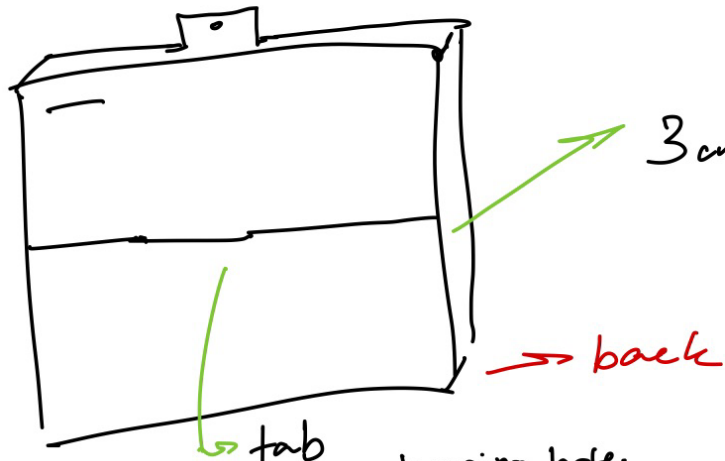


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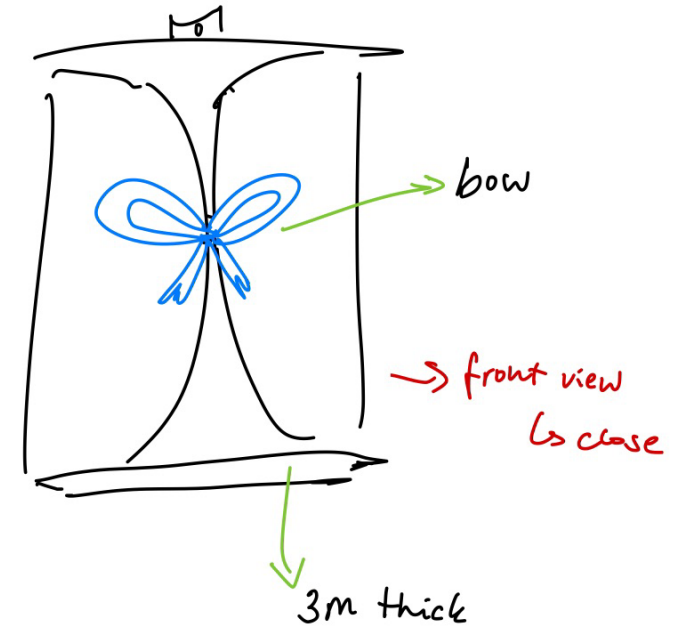
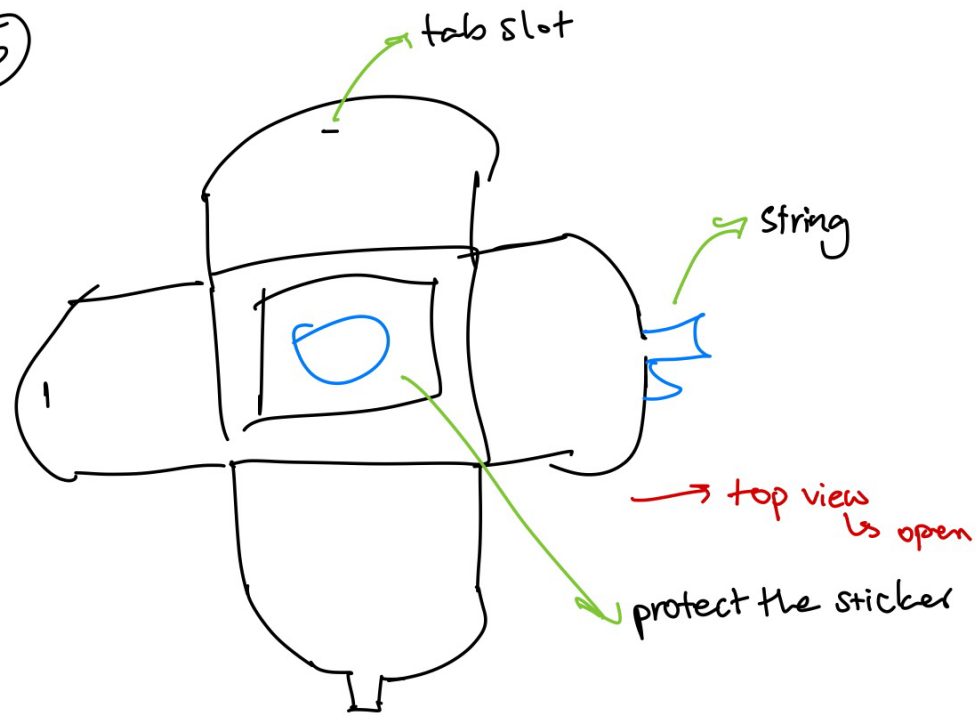


- interactive opening experience → peeling the sticker  
→ pulling the box
- stickers are well protected

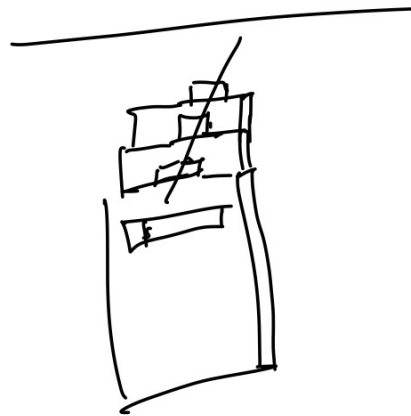
4



5



- interactive opening experience  
↳ opening christmas present



# CON PRO

## Concepts 1

- Reusable
- Sparks creativity
- Interactive
- Compact

## Concepts 2

- Protective
- Thin

## Concepts 3

- Protective
- Peel tab
- Box like
- Reusable

## Concepts 4

- Compact
- Simple

## Concepts 5

- Present like
- Hanging

- Not hanging
- Can't close the box - no longer protecting the stickers

- Rope be difficult to unravel
- Hard to get the stickers

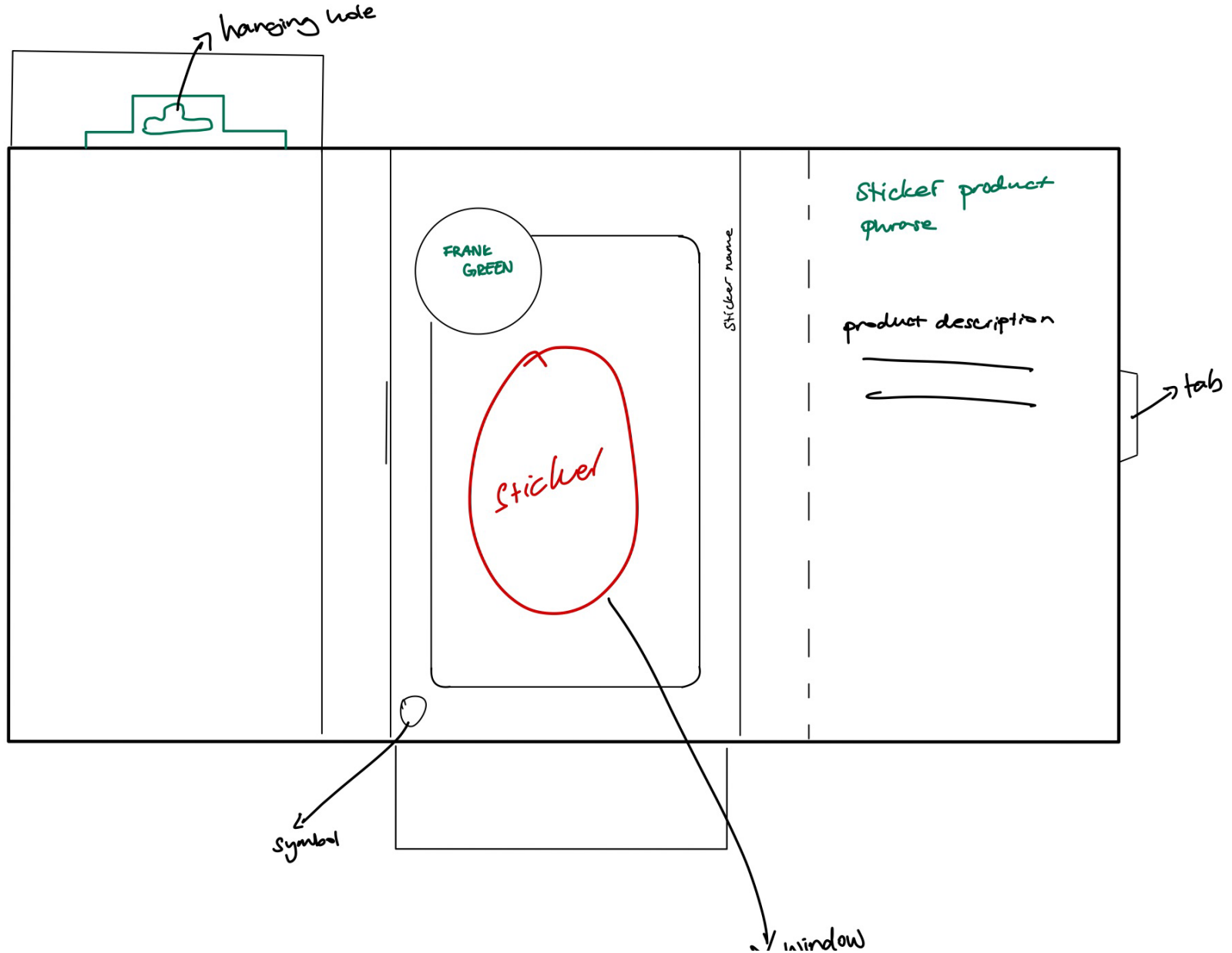
- Not hanging

- No wow factor

- Bow is not Frank Green element

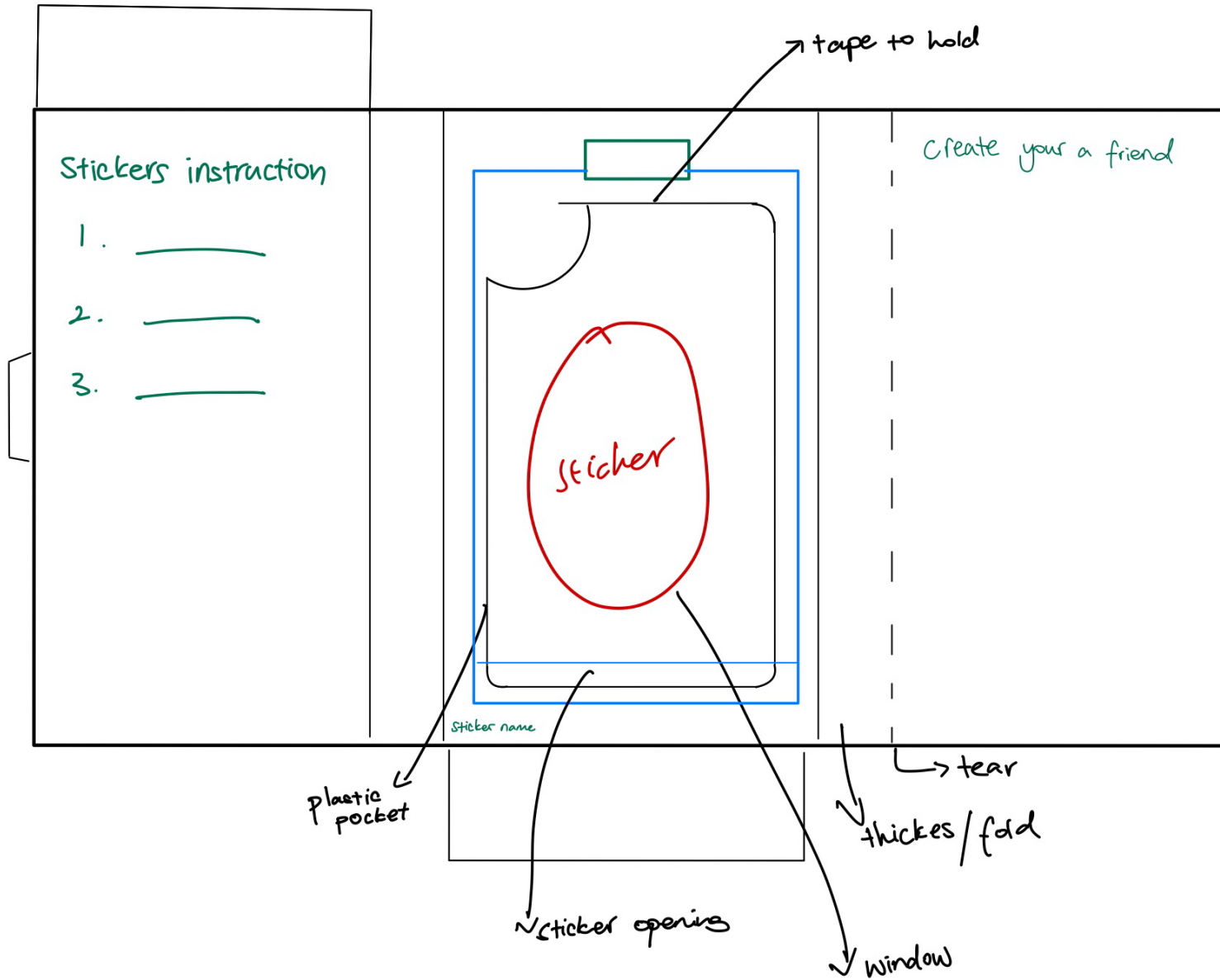
# CONCEPT DEVELOPMENT

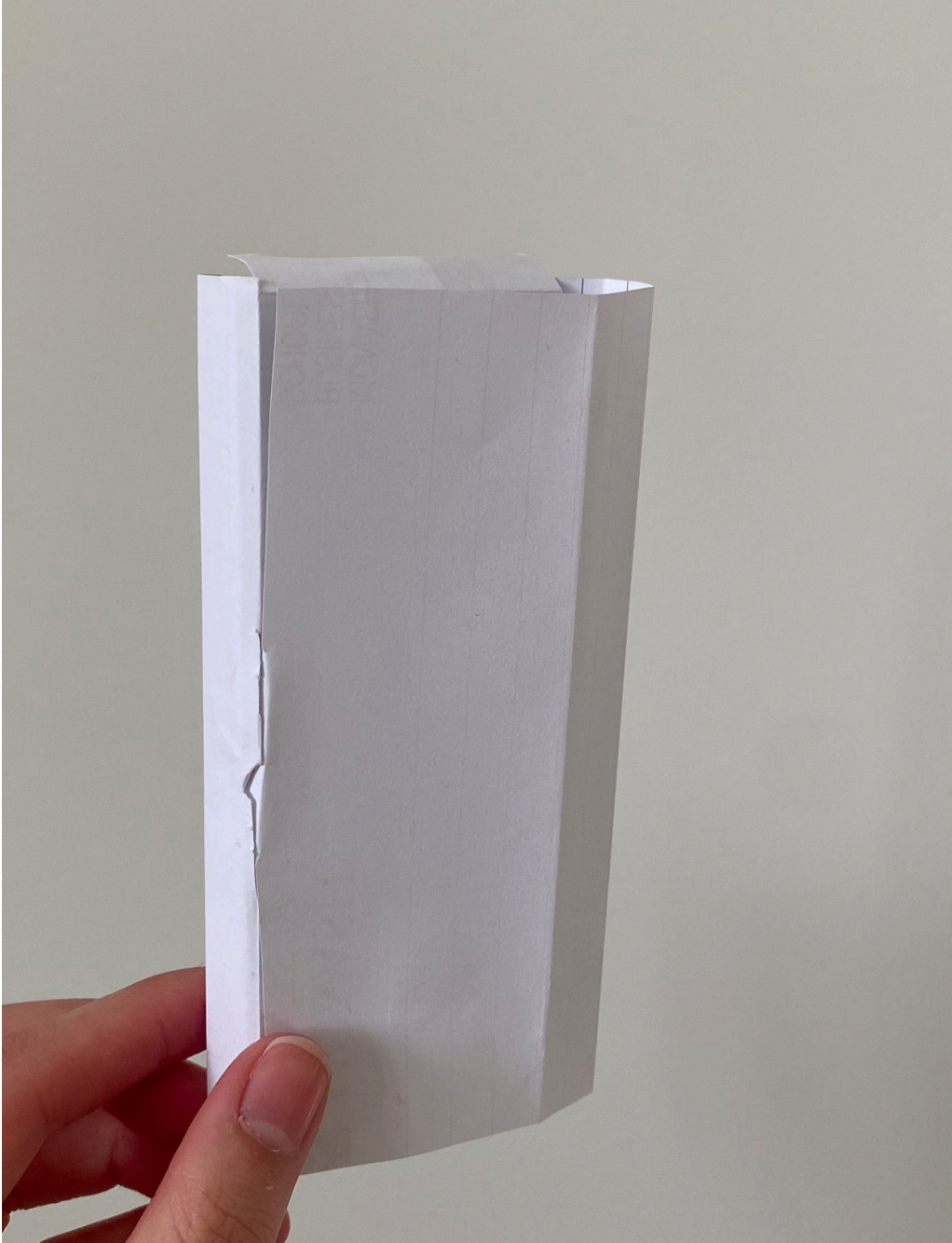
outside





inside

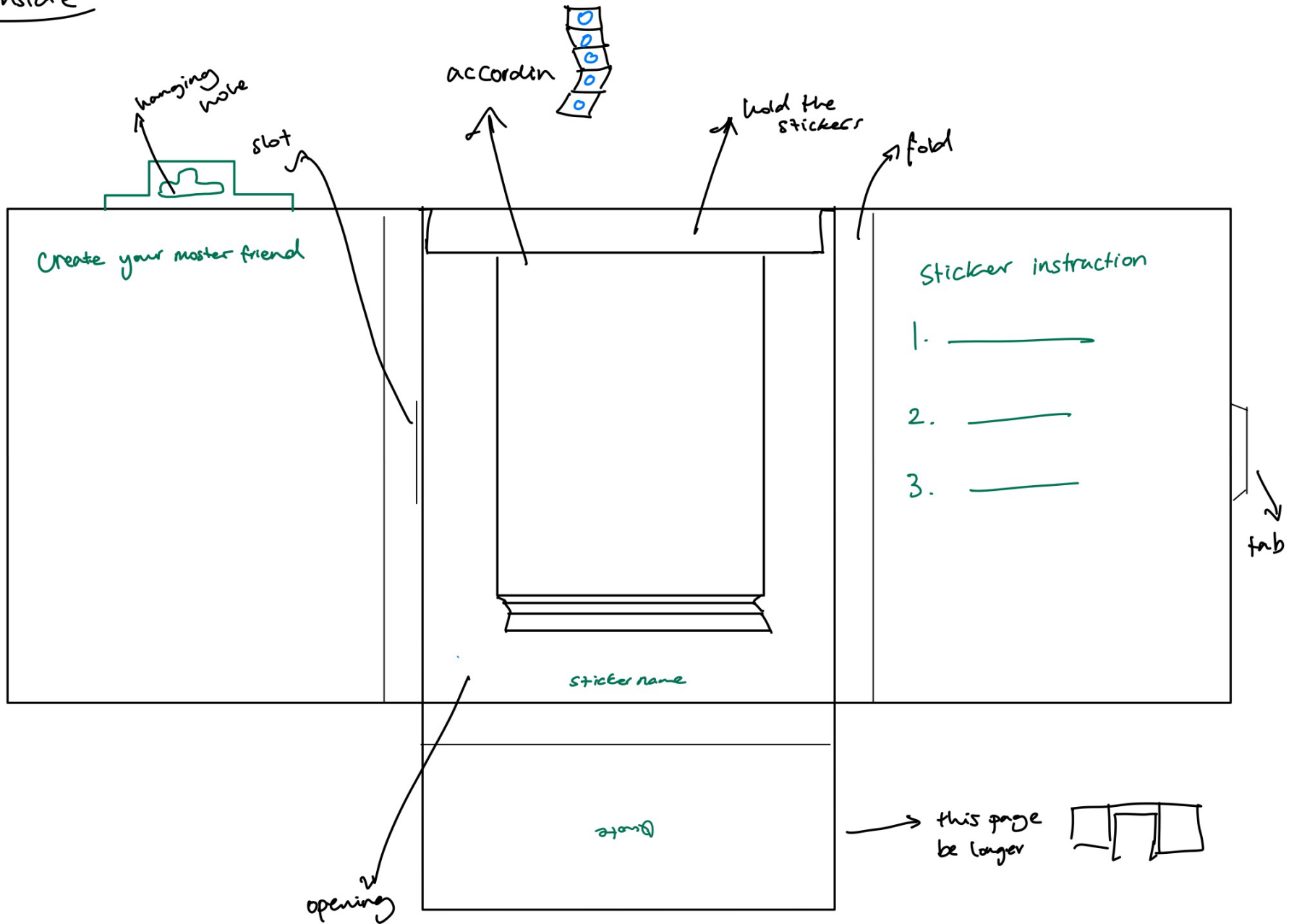




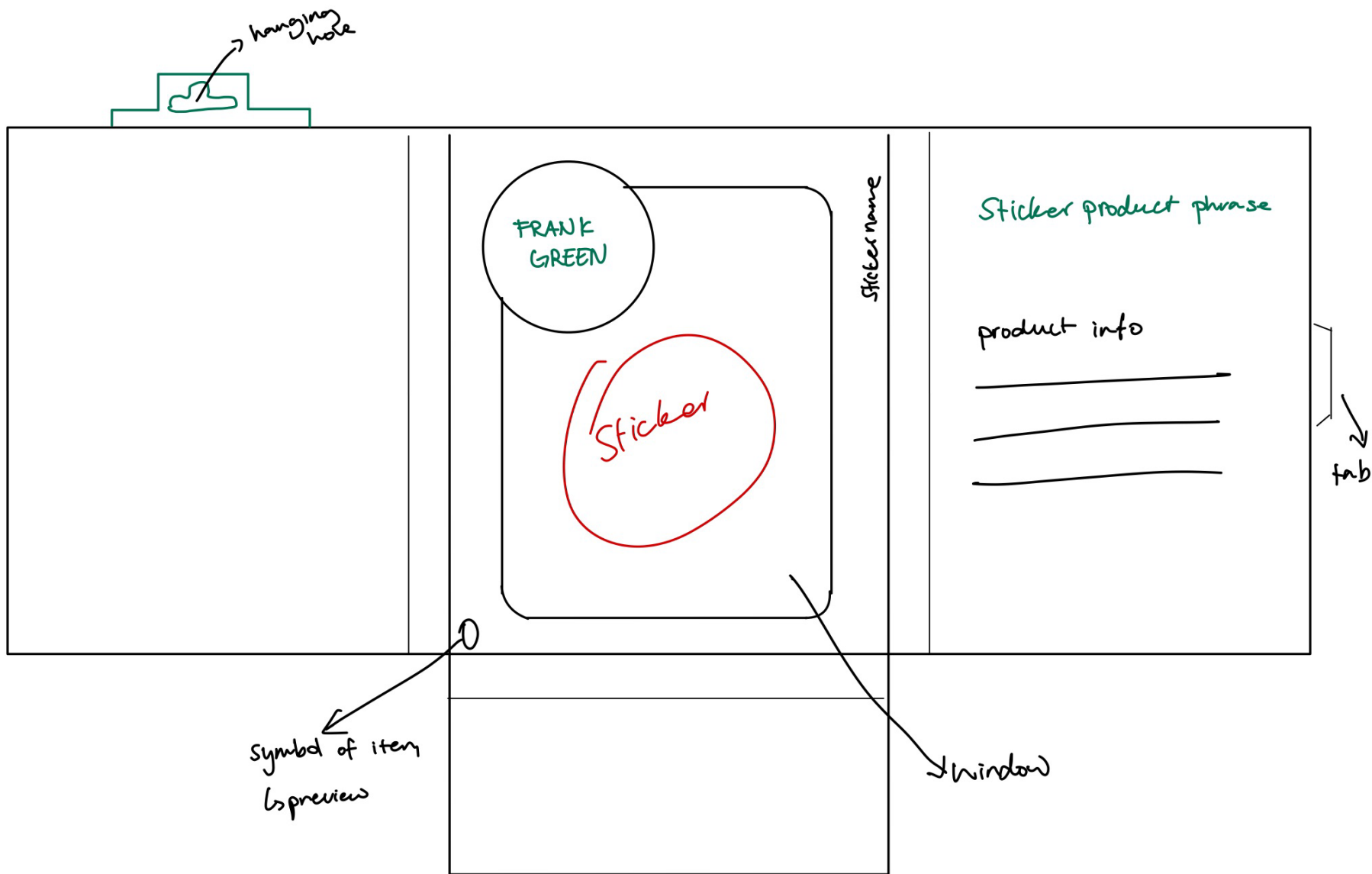
Upon evaluating the paper prototype, it became evident that the initial packaging design had a significant drawback. The inclusion of a plastic film created accessibility challenges for consumers as it hinder the ability to easily reach the stickers.

Another notable issue was the presence of flaps on either side of the packaging that served no significant protective purpose. Their inclusion appeared superfluous and did not contribute to safeguarding the stickers effectively, necessitating a reevaluation of their role in the design.

inside



outside

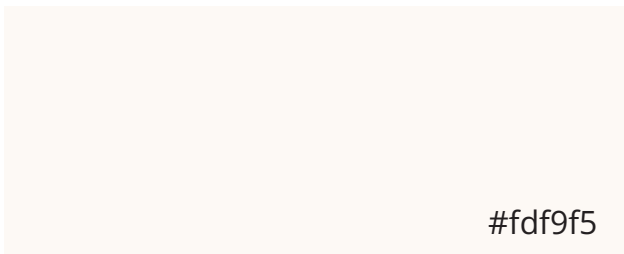




Following the initial prototype, I implemented several revisions to ensure the packaging's user-friendliness for customers. In lieu of the plastic film, I introduced an accordion-style paper feature that can be smoothly extended to access the stickers. This design innovation provides customers with the additional option to tear the paper to remove a sticker if they prefer not to peel it off, just yet. The top flap serves the purpose of securing the accordion paper in place, facilitating easy access.

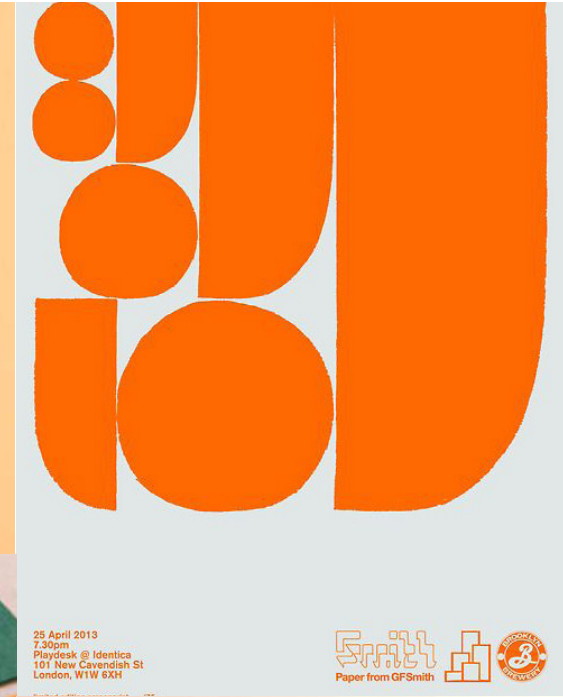
Additionally, the bottom flap is slightly longer in length which is strategically positioned to safeguard the overall package. This ensure that the ordered stickers remain protected and undamaged during transit. These changes aim to enhance the practicality and user experience of the packaging.

# **DESIGN & PROTOTYPING**



Aa

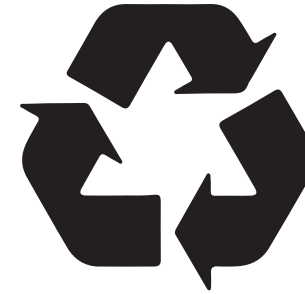
Gotham



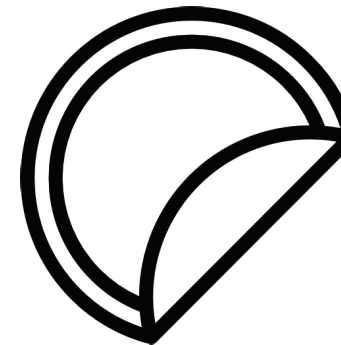




**Australian  
Designed &  
Owned**



640509 040147



Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Owners

**Frank Green**

Vinyl Stickers

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Lato

**Frank Green**

Vinyl Stickers

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Gotham

**Frank Green**

Vinyl Stickers

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aileron

**Frank Green**

Vinyl Stickers

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Avenir

**Frank Green**

Vinyl Stickers

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Gill Sans

**Frank Green**

Vinyl Stickers

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Athelas

**Frank Green**

Vinyl Stickers

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Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

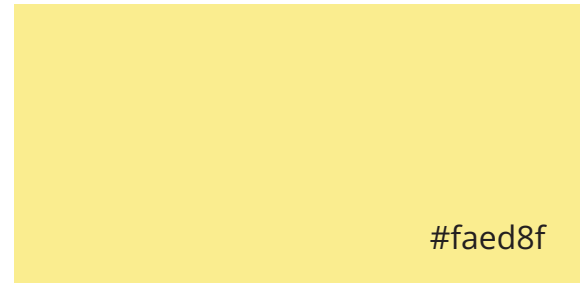
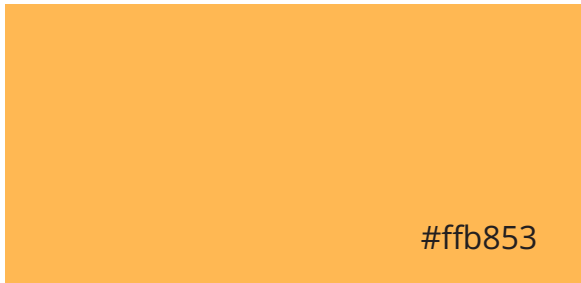
TT Ramillas

**Frank Green**

Vinyl Stickers

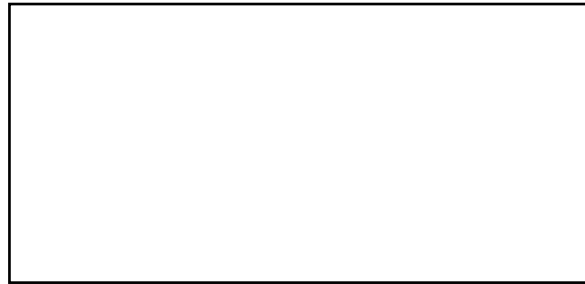
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Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Avenir**

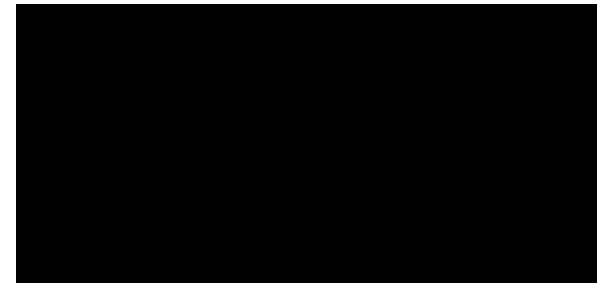




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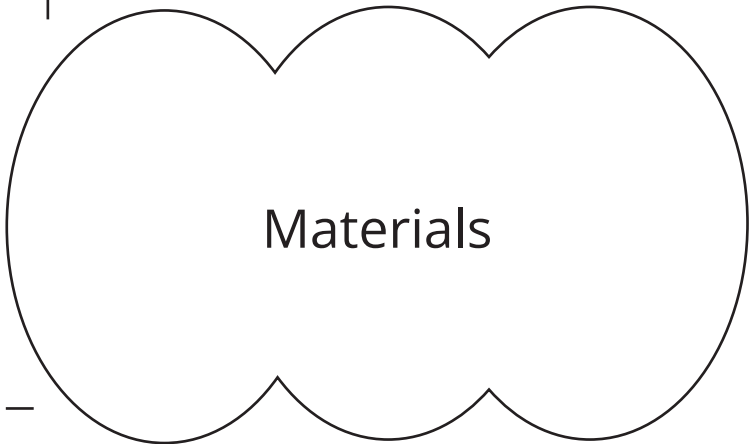
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Kraft Paper



Kraft Cardboard



Corrugated packaging



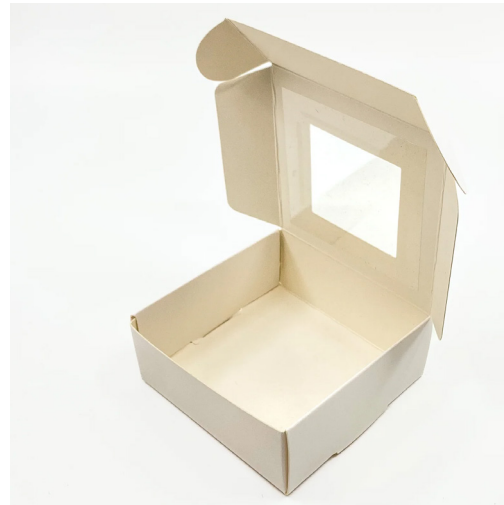
Cornstarch packaging



## Material

### Kraft Cardboard

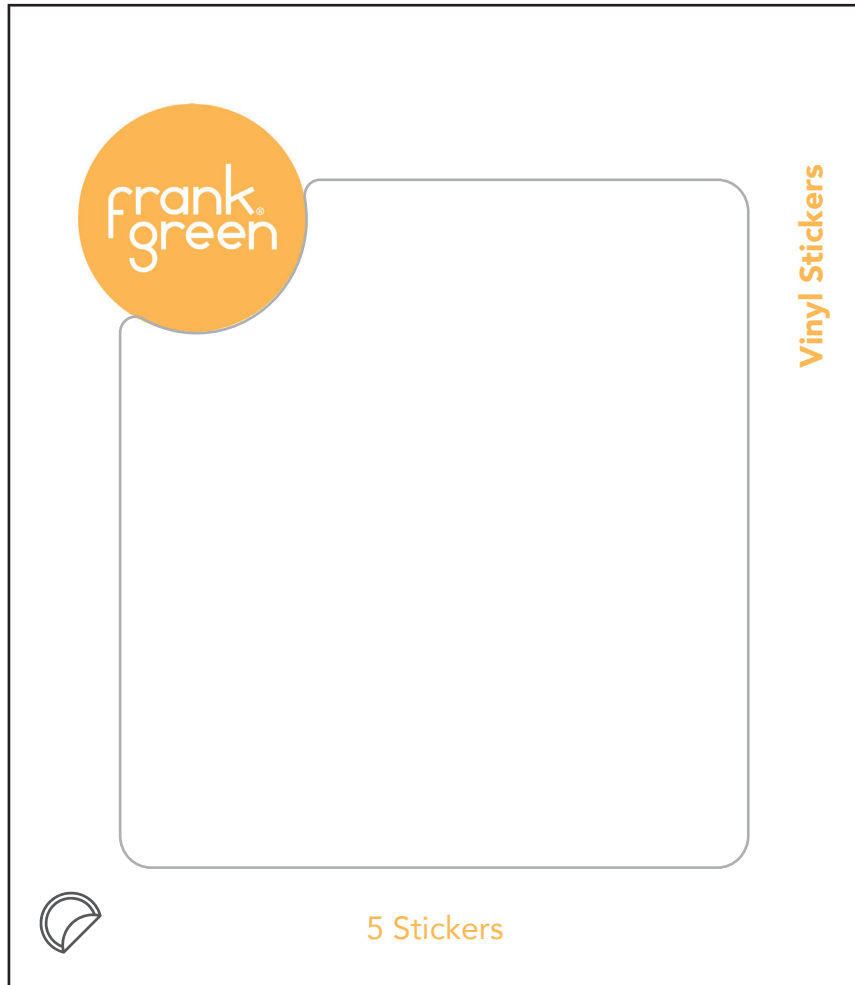
Kraft Cardboard is a sustainable material that is crafted from unbleached wood plus. It is recycle and biodegradable which embody the core ethos of reducing waste and being more sustainable. Beyond its eco-friendliness, it offers durability and dependable protection, which ensures that the stickers reach to the customer in an impeccable condition.



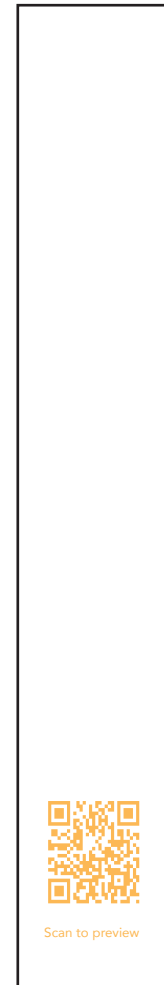


**FINAL  
DESIGN**

## Front Design



## Side



## Back Design

### frank green isn't a person, it's a philosophy

We are frank about living green.

We started with a simple, honest approach to sustainability - to reduce single-use plastic waste by reimagining cups and bottles. Now, our mission is to stop single-use plastic waste completely. To do this, we create beautifully designed, premium reusable products that you'll love to use and more importantly, re-use, over and over again.

Our multi-award-winning products are beautiful, functional and great for the planet. We want to empower people to make simple, sustainable choices every day. Together, we can move toward a better, greener future. And to be frank, we need to.

Visit [frankgreen.com](http://frankgreen.com) to see our full range.

### Doing better by our planet

Each year, 300 million tonnes of plastic waste is produced globally, that's almost the weight of the entire human population. Around 99% of single-use cups end up in landfill, and by 2050, scientists predict there will be more plastic in our oceans than fish.

Reusable cups and bottles have the power to reduce global plastic production by 20% in the next decade alone. In as little as 15 uses, you can offset the environmental impact of your frank green reusable. Together, we can ensure there is less plastic (and more fish!) in our oceans.



Australian  
Designed &  
Owned



640509 040147



Maintaining consistency with Frank Green's design, the back of the package will remain unchanged featuring the same description.

## Inside Design

### Create your Monster Friend

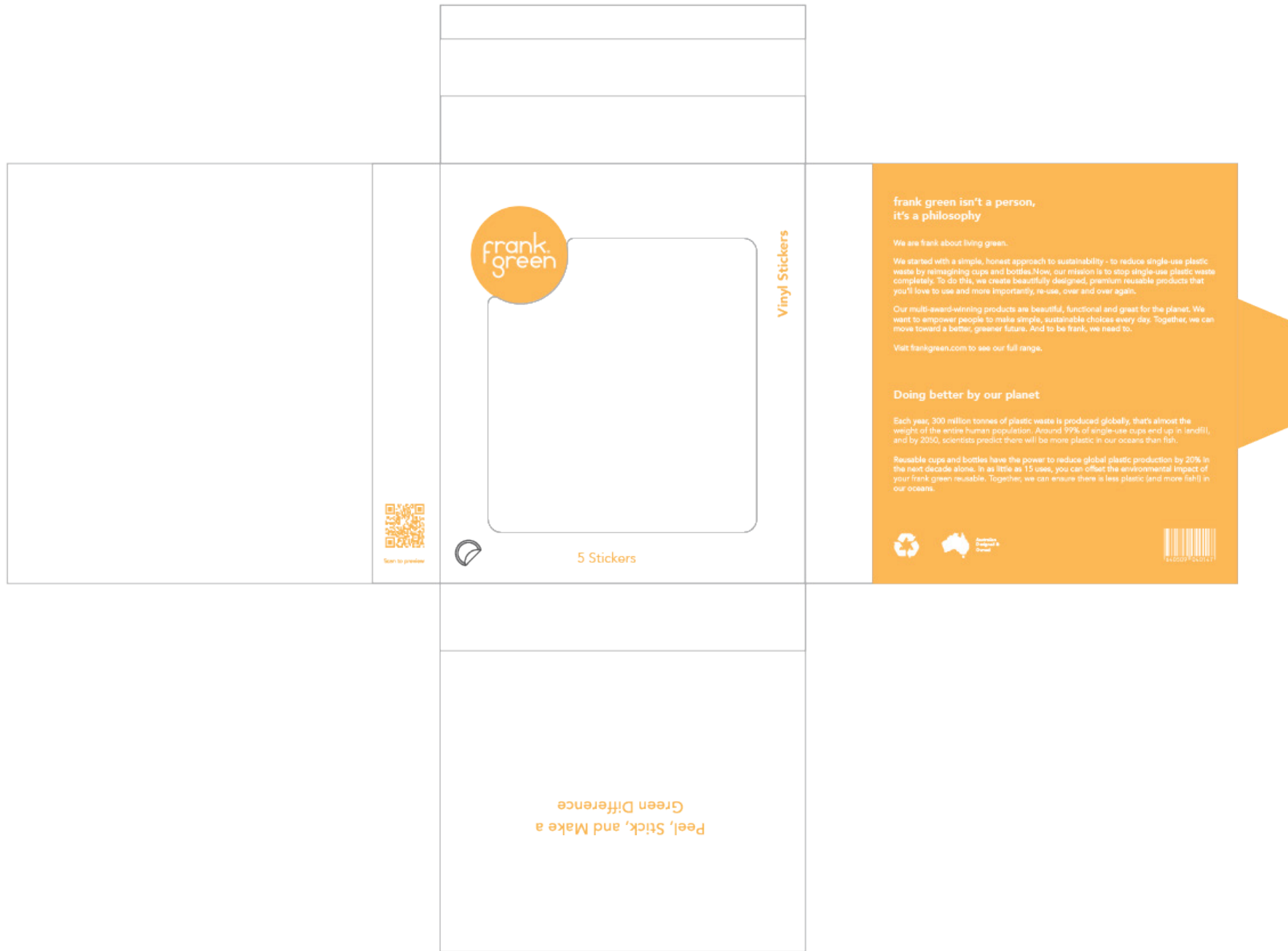
Use the backing of the sticker to create your own monster friend.

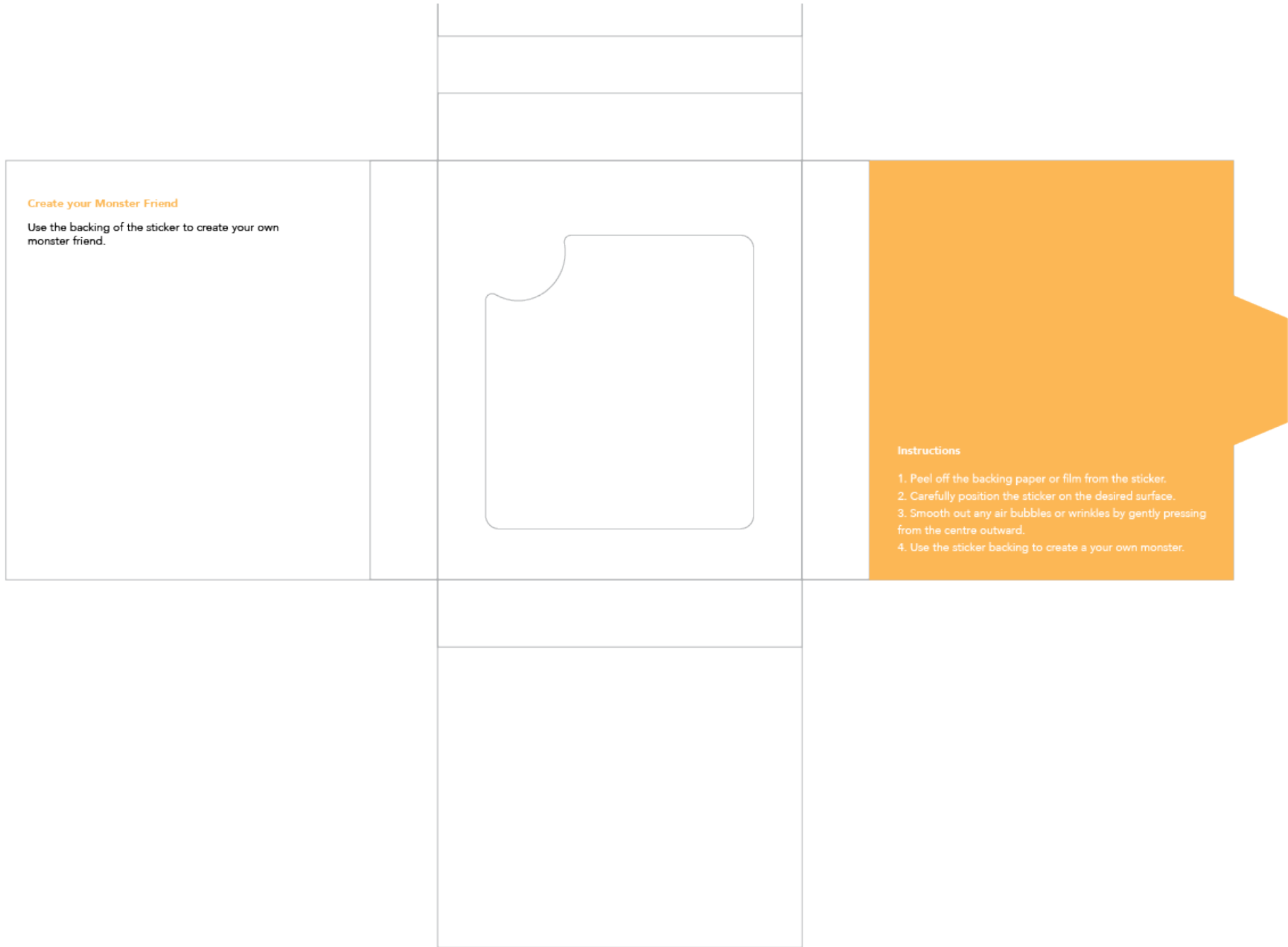
### Instructions

1. Peel off the backing paper or film from the sticker.
2. Carefully position the sticker on the desired surface.
3. Smooth out any air bubbles or wrinkles by gently pressing from the centre outward.
4. Use the sticker backing to create a your own monster.

**Inside Design**

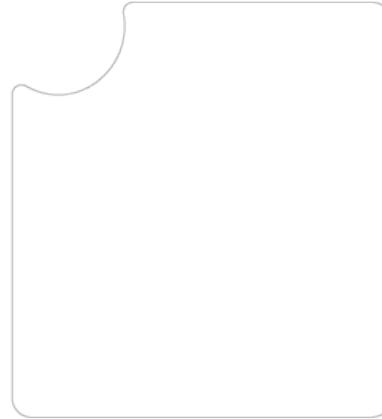






**Create your Monster Friend**

Use the backing of the sticker to create your own monster friend.



**Instructions**

1. Peel off the backing paper or film from the sticker.
2. Carefully position the sticker on the desired surface.
3. Smooth out any air bubbles or wrinkles by gently pressing from the centre outward.
4. Use the sticker backing to create a your own monster.

**VINYL STICKERS  
PACKAGE**





Frank Green Stickers Package

Frank Green Stickers

Kirsty Trinh



Frank Green Stickers Package

Frank Green Stickers

Kirsty Trinh







Children can utilise the sticker backing to craft a monster friend, which can then be showcased in this manner. This promotes sustainability as consumers repurpose the packaging to display their children's creations.



Tertiary package aims to ensure the stickers are protected during transportation from the warehouse to retailers. The sticker package will be carefully enclosed within a box, where it will be organised in a neat and secure stack which will minimise the risk of any potential damage.



Frank Green Stickers Package

Frank Green Stickers

Kirsty Trinh