


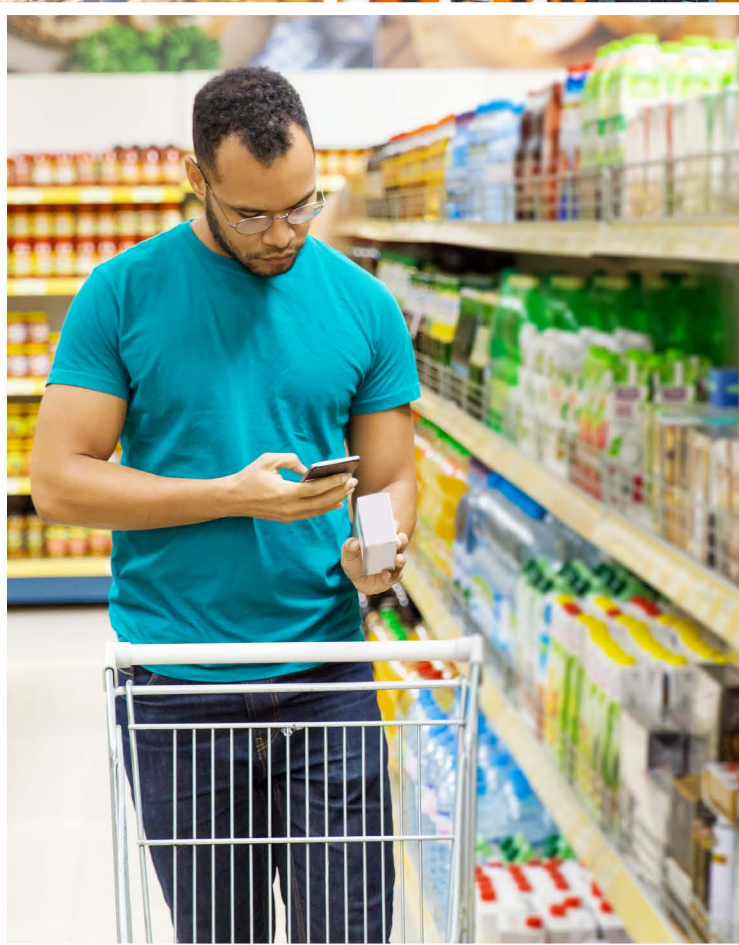


PACKAGING DESIGN SOLUTIONS FOR FMCG

WE BUILD CONNECTIONS BETWEEN YOUR BRAND - BUYER



Assisting with market research
by creating emotional appeal
through eye-catching designs.



CONSUMERS



How your product or service looks is of vital importance: 70% of customers in a store make a selection within 6-8 seconds.

Your brand design will play a critical role in their choice.
In just that moment, everything will depend on the product look.



EXPERIENCE



We have worked with hundreds of clients on FMCG and non-food etc. and can help you benefit from successes and lessons learned. That way' you get it right the first time.

Our experience will provide you with first-class solutions – for both packaging and materials.

Our approach:
LISTEN – RESEARCH – PROPOSE – EXECUTE



CONCLUSION



When launching a new product, it is important to understand how it is perceived, what its value is and how it compares with current offers on the market. The whole process of product development and launch should be based on consumer insights.

Our team will develop and carefully study the strategy of interaction of the customer with your product.

This means that you can be confident that your product will make the right impression and stand out from competitors.



SERVICES



- Brand Strategy
- Packaging Design
- Market Research
- Branding Logo and Identity
- Register Branding Support
- Competitive Audits
- Consumers Insight and Modern Trends
- POC Packaging Design
- POSM and Presentation Materials
- Promo Landing and Social Nets
- Printing Monitoring Support

NOVUS

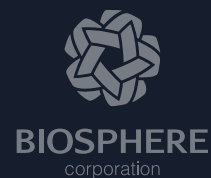
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