Emotional packaging: The power of attraction through design.
ABOUT ME:
• 100% happy.
• Unconditional traveller.
• Friend of my friends.

ABOUT MY JOB:
• Every day a new emotion.
• 200% creativity & 400 products in a season.
• Helps me to see things as a kid.

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1.992.
Zaragoza, Spain
2 doors
28 countries
WELCOME
Where?
Exploring packaging innovations through emotions techniques.

Psychologist Robert Plutchik suggested that more than 90 different definitions of the term "emotion" have been put forth by psychologists. The term "emotions" have been put forth by psychologists.
4th century B.C., Aristotle attempted to identify the exact number of **core emotions**: fear, confidence, anger, friendship, calm, enmity, shame, shamelessness, pity, kindness, envy, indignation, emulation, and contempt.

Surprisingly, when it comes to basic, universal emotions, there are actually far fewer than we may think.
S.XXI.

8 Basic Emotions

The Wheel of Emotions. One of the most prominent of these theories is Robert Plutchik's wheel of emotions which identifies eight basic emotions - joy, sadness, trust, disgust, fear, anger, surprise, and anticipation.

The wheel of emotion is likened to the color wheel in which the primary colors combine to form the secondary and complementary colors. These basic emotions then mix and combine to form a variety of feelings.
Exploring packaging innovation through emotional techniques
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Four main emotions in packaging

TRUST

ANTICIPATION

BRAND & PACKAGING

JOY

SURPRISE

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TRUST

Reliance on and confidence in the truth, worth, reliability, etc, of a person or thing.  

Collins Dictionary
Building trust is about being real, human and congruent.

Less than 21% customers are loyal to a brand.

Quality, product benefits, pricing impact, and service quality.
TRUST

Air roly

PRODUCT, CONCEPT, PACKAGING
TRUST

PRODUCT, CONCEPT, PACKAGING
TRUST

PRODUCT, CONCEPT, PACKAGING
JOY

A deep feeling or condition of happiness or contentment. Something causing such a feeling; a source of happiness.  

Collins Dictionary
Experiential products made people just as happy as the pure experiences.

Experiences improve with time in the memory.

Experiences make people happy because they were generally shared with others. Howell
JOY

PRODUCT, CONCEPT, PACKAGING
JOY

PRODUCT, CONCEPT, PACKAGING
ANTICIPATION

Is a feeling of excitement about something pleasant or exciting that you know is going to happen.  
Collins Dictionary
ANTICIPATION

Think the need, create the need & fulfill the need.

The brain is wired to anticipate positive experiences. Neil Patel

Cerebellum, controls “automatic “ non thinking” behaviour.
ANTICIPATION

PRODUCT, CONCEPT, PACKAGING
ANTICIPATION

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ANTICIPATION

PRODUCT, CONCEPT, PACKAGING
SURPRISE

To cause to feel amazement or wonder to encounter or discover unexpectedly or suddenly to capture or assault suddenly and without warning.  Collins Dictionary
18 to 33-year-olds are some of the most stressed-out people on the planet.

Shapes, size, textures, quality, finishing ...

Surprise can entertain and help create a connection with a user.
SURPRISE

PRODUCT, CONCEPT, PACKAGING
SURPRISE

Product, concept, packaging
Surprise can entertain and help create a connection with a user.

18 to 33-year-olds are some of the most stressed-out people on the planet.
Exploring packaging innovation through emotional techniques
PACKAGING IN 2016

1) **HUMAN BRANDS.** Packaging working through the emotions.
2) **HELPFUL.** Be part of the solution not the problem.
3) **INTERACTIVITY.** Listen customer with the heart.
4) **OMNIPRESENCE.** Putting customers needs and wants first. Being in the right place at the right time.
5) **FEELING.** Make me feel so good.

Exploring packaging innovation through emotional techniques
Exploring packaging innovation through emotional techniques

This Relation is Unique.

Stay Together.

BRAND

CLIENTS

PACKAGING

T his
R elation is
U nique.

T R U S T

T ay
O gheter.
Adapting the choice of colours, graphics and shapes to evoke certain emotional states and convey an appropriate mood.
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Our Customers

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3-6 First agreement
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Emotions as a purchase decision driver: Triggering the ‘right’ feelings to predispose consumers toward a product.
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THANKS, GRACIAS, DANKE, MERCI, 致謝