

PACKAGED AMSTERDAM 2019

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RECKITT BENCKISER



DESIGN

THINKING...



DESIGN STRATEGY VISION

FUTURE-PROOF BRANDS

- HIGHER BRAND VALUE
- BETTER ROI
- GREATER ~~CONSUMER~~ ENGAGEMENT





POWERBALL







CONSUMER JOURNEY



CONSUMER JOURNEY

- **MOBILE FIRST THINKING**
- **E-COMMERCE PACKS & PRODUCTS**
- **EXPANDED BENEFITS**
- **MDP**



BRAND

WORLD

BRAND WORLD

- MOBILE FIRST THINKING
- MULTI-TOUCHPOINT
- FLEXIBLE
- INSPIRING



CONNECTED PACKS

CONNECTED PACKAGING

- **MOBILE FIRST THINKING**
- **LINK TO CONSUMER JOURNEY**
- **RELEVANT CONTENT**
- **REMEMBER UMOT**



422-41T

Quattro

X

Quattro

422-41T

'DESIGN'

BRAIN ?





**ASSIMILATION
AND EMPATHY**





EMPATHY



**UNDERSTANDING.
PARTNERSHIP.
RESPECT.**



ASSIMILATION

A large, complex, metallic cube structure, possibly a data center or a futuristic building, is the central focus. It is composed of many smaller, interconnected components, some of which are illuminated with a bright green light. The cube is set against a dark, starry background with a prominent green nebula or galaxy in the upper center. The overall aesthetic is futuristic and high-tech.





CLEAR SO FAR ?



COMMONWEALTH OF MASSACHUSETTS
SOUTHERN DISTRICT
IN SENATE,
January 12, 1995.

REPORT

OF THE

COMMISSIONERS OF REVENUE

AND TAXATION

ON THE

REVENUE

AND TAXATION

FOR THE FISCAL YEAR

ENDING DECEMBER 31, 1994

AND

THE

REVENUE

AND TAXATION

FOR THE FISCAL YEAR

ENDING DECEMBER 31, 1995



**DESIGN
THINKING
INTRO**

GOOD DESIGN
TURNS
DIRT
INTO
DOLLARS



Thank
you

GOOD
DESIGN
IS GOOD
BUSINESS



rb