



DECONSTRUCTING STORIES BEHIND PACKAGING:

A CASE STUDY OF ECO-FLAT BOTTLES

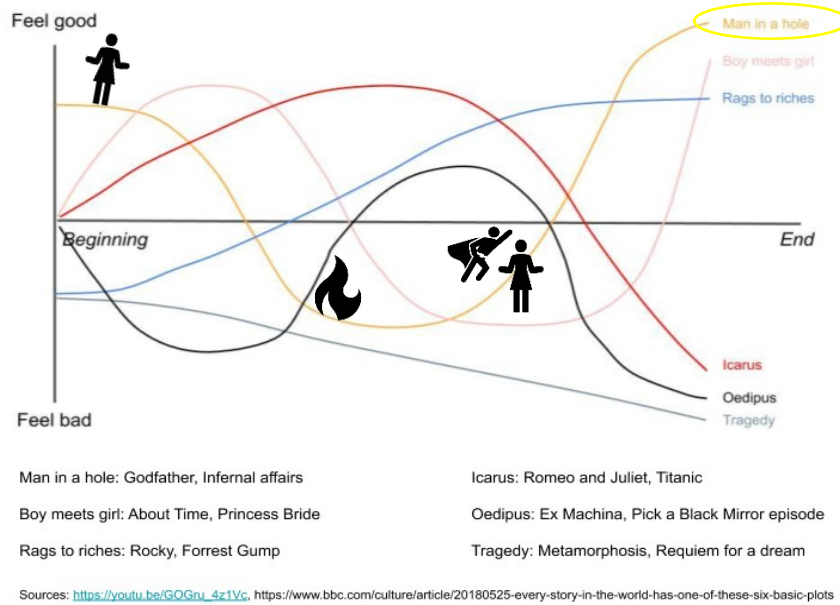
Presented by Elly Brooker, Senior Marketing Manager @ Packamama

- Packamama offers packaging protecting Mother Earth, starting in the wine industry because there is a packaging problem – round glass bottles, their secondary packaging and transport contribute to between 50-68% to bottled wine's carbon footprint
- Our solution is eco-flat wine bottles:

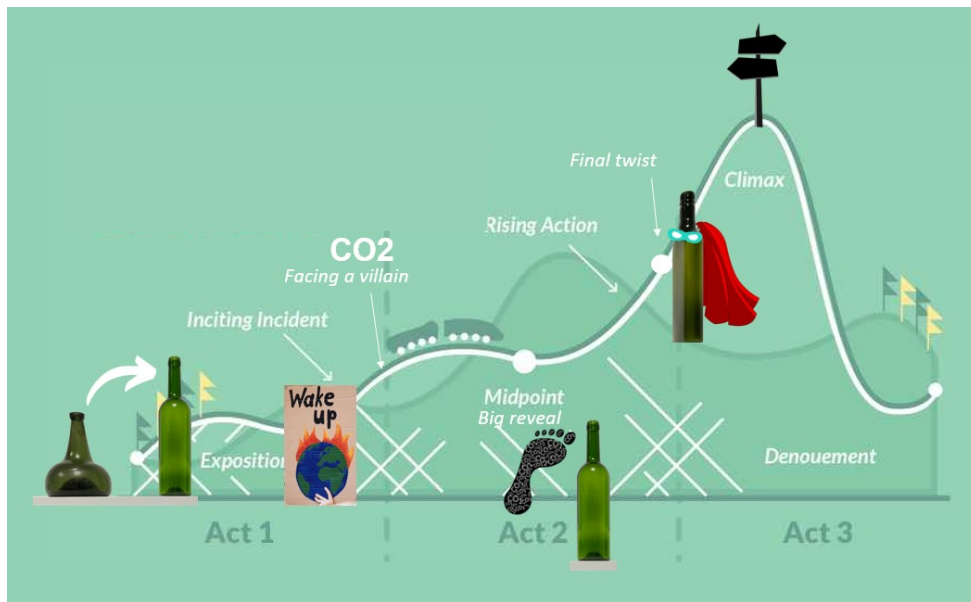
- 100% recycled PET
- 87% lighter
- Fully recyclable
- 40% spatially smaller
- Up to 91% more on a pallet
- 19-21 months shelf life
- Shatterproof



- Our solution is game-changing, but presenting it through a list of features and functionality isn't particularly inspiring
- Unlocking packaging's potential requires creating an emotional connection with buyers, rather than relying solely on functional/rational marketing messages
 - [LinkedIn research](#) shows 7x more long-term business effects in campaigns that appeal on an emotional vs rational level
 - With more and more Millennials becoming B2B decision makers, there's an opportunity cost at not appealing to emotions – often these buyers are motivated by how their choices reflect sense of self
- Storytelling is the single most underutilised tool in a B2B marketers' belt, especially for packaging, as it elevates something very functional and gives opportunity to create an emotional connection
- People retain more information when it's conveyed through storytelling vs statistics
- Components to a story include characters, theme, setting, and importantly, plot
 - Anything from between 3-36 different plot types
 - 2016 research shows there are 6 plot types each with a unique shape
 - *This [Guardian](#) article summarises it well*



- Packamama uses the 'man in hole' shape and structure
 - The man is a customer, who as in all good marketing stories, is the hero
 - We believe there's opportunity to paint packaging as being a superhero, with superpowers (features) that can enable the man to get out of the hole
- These emotional highs and lows of the story are structured based around the 3 act structure:



- **Act 1:**
 - **Exposition:** evolution of bottles, introducing tension that the status quo may not be the best format to use faced with environmental and economic complexities of 21st century
 - **Inciting incident:** climate crisis – an existential threat that will get enormously worse if we do not act now
- **Act 2:**
 - **Introducing a villain:** CO2 emissions have risen fast and are directly contributing to rising temperatures – we are far from where we need to be to keep warming limited to 1.5oC

- **What's at stake?:** Life on earth, and winemakers' livelihoods; up to 56% of current wine growing land may no longer be suitable for vineyards if the planet warms by 2oC
- **Midpoint (big reveal):** Packaging choices could be directly playing into hands of villain as a round, glass bottle is the single largest contributor to a bottle of wine's carbon footprint [see [CSWA research](#)] - this gives our hero a hotspot to target
- **Final twist:** Packamama presents a solution which can halve carbon footprint through shape innovation (flat to save space) and a best-in-class material for mass-market wines (100% recycled PET to save weight and energy) but base assumptions need to be challenged that bottles need to be round and made from glass. This is a twist:
 - Because it shows a solution is to innovate in a very traditional industry
 - Because it makes people think, could a material that has been often perceived as unsustainable, actually be a more sustainable material to be using for wine packaging?
 - 'Plastic' has had a lot of stories told where it's painted as the villain which isn't always the case
 - Packamama **rewrites the narrative around good types of plastic** (100% recycled and recyclable) by championing 100% recycled PET as a wonder material thanks to huge energy savings in production, transport & recycling compared to glass and virgin PET, its much lower carbon footprint, and for its contributions to circular models
- **Act 3:**
 - **Climax:** A final choice or conflict, with a positive or negative outcome: does our hero choose to fight against CO2 emissions to secure a brighter future, or do they stick to the status quo?
 - **Denouement:** If a positive outcome, customers feel happy and empowered they have made a choice that helps get out of hole while also providing a solution that pleases wine drinkers
- **How could your businesses use these elements in stories about your packaging?**

So, why storytelling?

1. We can inspire and connect with people by appealing to emotions not just the functional benefits of packaging
2. We can start conversations about how together we can challenge status quo and take climate action
3. Packaging industry can demonstrate packaging's superpowers to be a force for good in the world