A woman with long dark hair, wearing sunglasses and a black jacket over a yellow shirt, is standing in a grocery store aisle. She is holding up a large bag of Doritos in her right hand and several other bags of snacks, including Doritos and Cheetos, in her left arm. She is smiling and looking up at the Doritos bag. The aisle is filled with shelves of various products, and the lighting is bright and even.

FROM CONCEPT TO CART: SUPERCHARGING THE PACKAGING PIPELINE

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About me



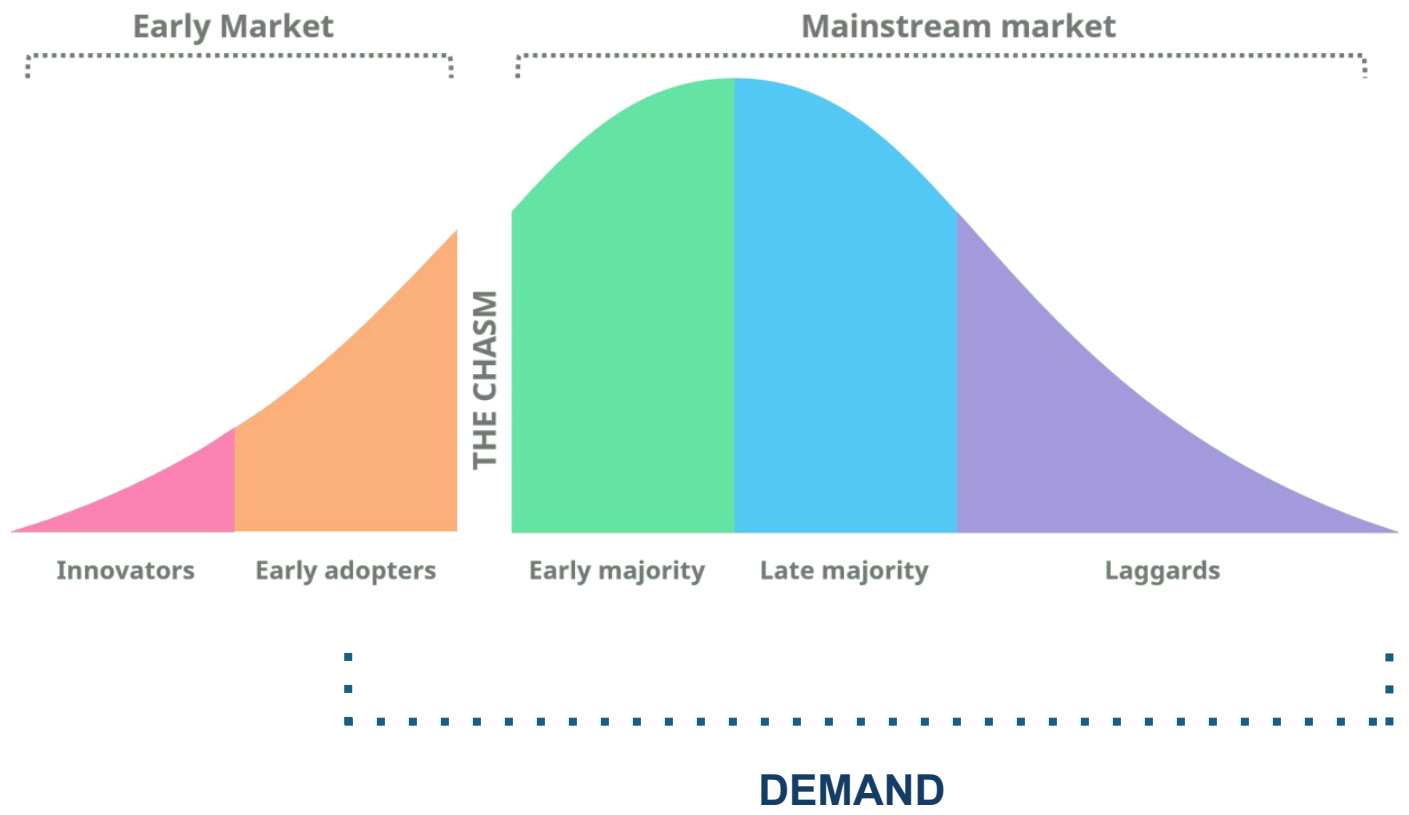
ENGINEER

INNOVATION

STRATEGY

COMMERCIAL
L

How do we commercialize (and scale) more technology unlocks?



(Significant number of consumers seeking a solution, which fits their ritual, per their convenience, spend and habit)

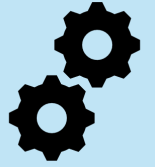


How do we land technology innovations in scaled products/brands?

Considerations when landing innovations in large scaled products

- **Supply-Chains:** Scaled products (in most cases) have an extremely efficient value chain. Operations, supply, logistics etc. are so fine-tuned that even a marginal change disrupts the whole business
- **Organization Structure:** Often large organizations are highly matrixed, with decision-making spread across numerous stakeholders
- **Global vs Local:** Strategy can be global, but execution is almost always local
- **Technology readiness:** Readiness doesn't mean that it works well in small scale, it means the tech fits seamlessly in an extremely narrow funnel of form, fit, function, & time without jolting the system
- **Brand synergy:** will this innovation fit in the brand journey and speak to the target consumers?
- **Sustainability:** everyone wants sustainable solutions. Is it truly end-to-end sustainable or only at the face value? Is there a path towards a business model that works?
- **Competition:** How/where is competition? Is it a leader or laggard? How will they react to this change?

If you are someone with a technical solution....



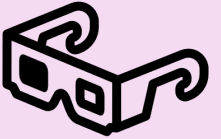
- **Consider launch-scale readiness of your solution:** Expand your understanding of Supply-chain complexities, and KPIs required to meet a feasible solution
- **Brand synergy:** partner with Marketers & GMs to understand their short-term ambitions
- **Sustainability:** Put yourself in the consumer's shoes; would you buy? Will you launch this if you were the entrepreneur?
- **Competition:** Build a compelling narrative by understanding about the industry. Is competition using similar approaches or your solve can act as a competitive advantage.



If you are a brand owner....

- **Consider educating yourself on the technology:** fuel your creative process, with possibilities
- **Brand synergy:** packaging solutions (especially sustainability led) can act as true differentiators
- **Leader mindset:** Push the boundaries of cookie-cutter marketing campaigns towards shaping a new paradigm shift in 'packaging led' innovations

If you are a designer....



- **Think about execution readiness:** reality of manufacturing, materials, vendor networks etc.
- **Final cost:** beyond a table-top concept, how to truly make it cost effective. Great designs without scale are just prototypes
- **Build a bridge from current to future:** Rather than disruptive thinking, think incremental value additions



Scalability isn't easy, but it doesn't have to feel impossible.