



Balancing Innovation and Identity:

Modernizing Packaging without Losing Your Brand's Essence

American Packaging Summit
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Charles Ho Fung

Senior Innovation Design and Tech Enabler,
Molson Coors Beverage Company



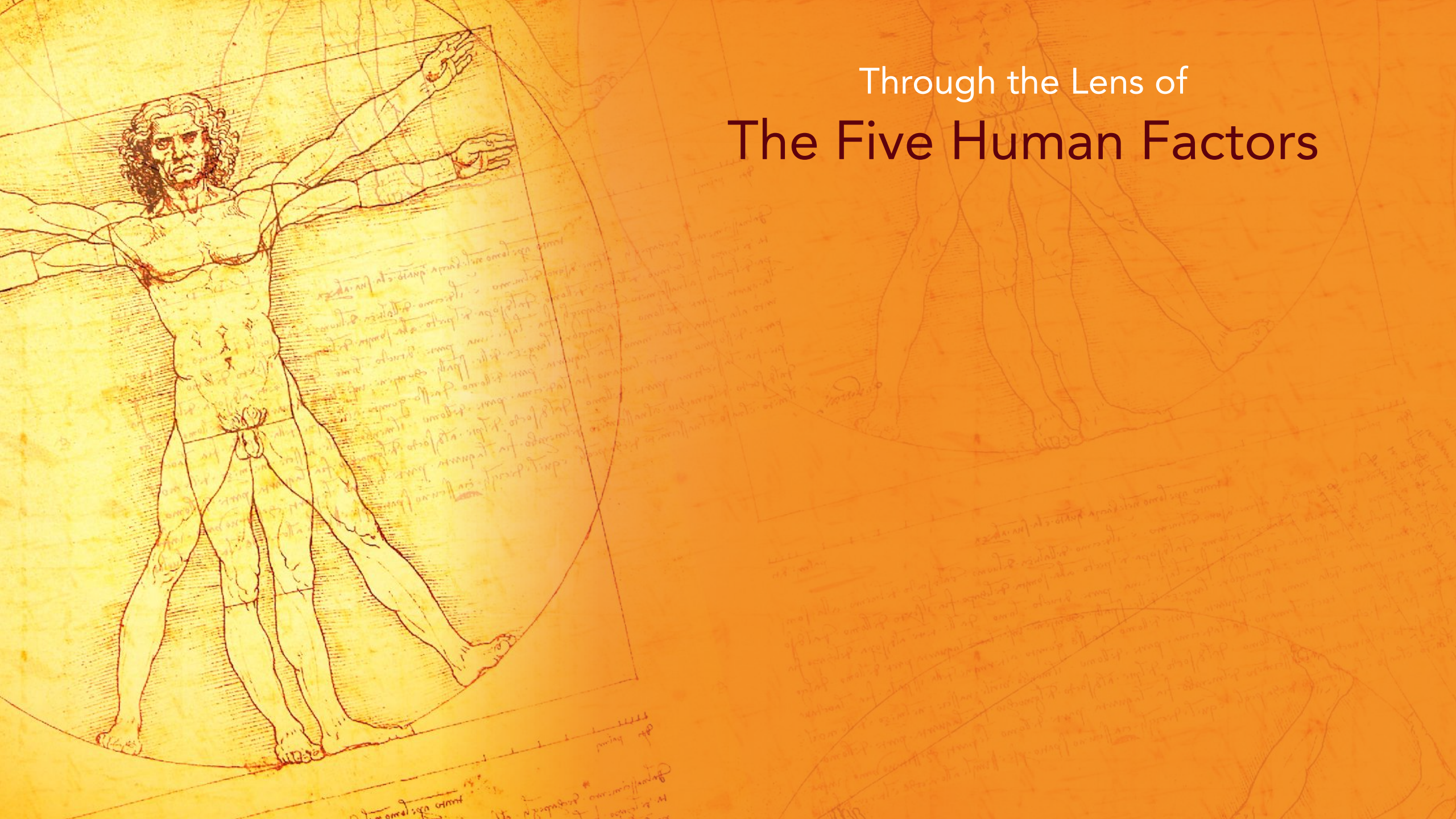


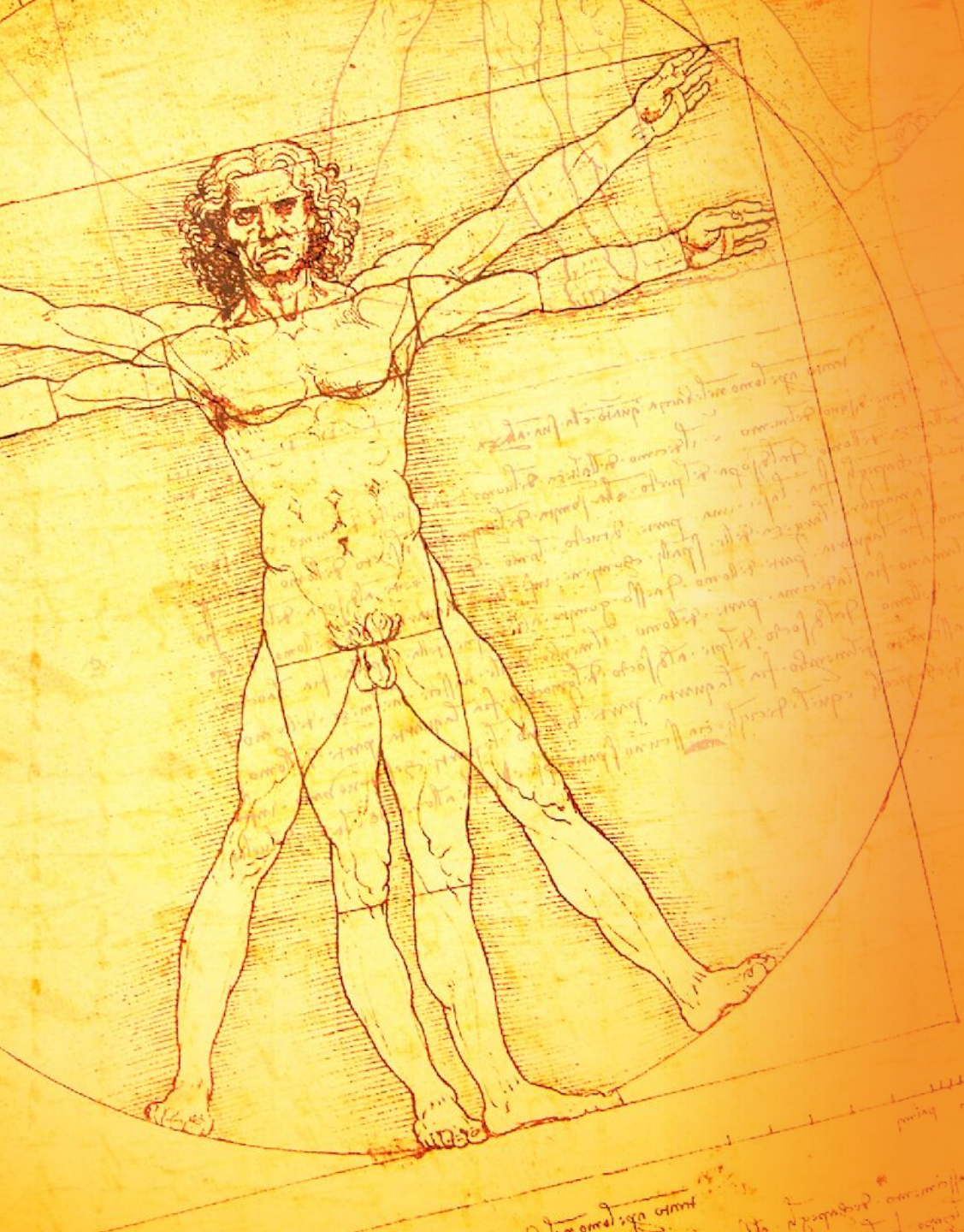
Ronald de Vlam

Head of Holistic Design,

PV&COHO

Through the Lens of The Five Human Factors

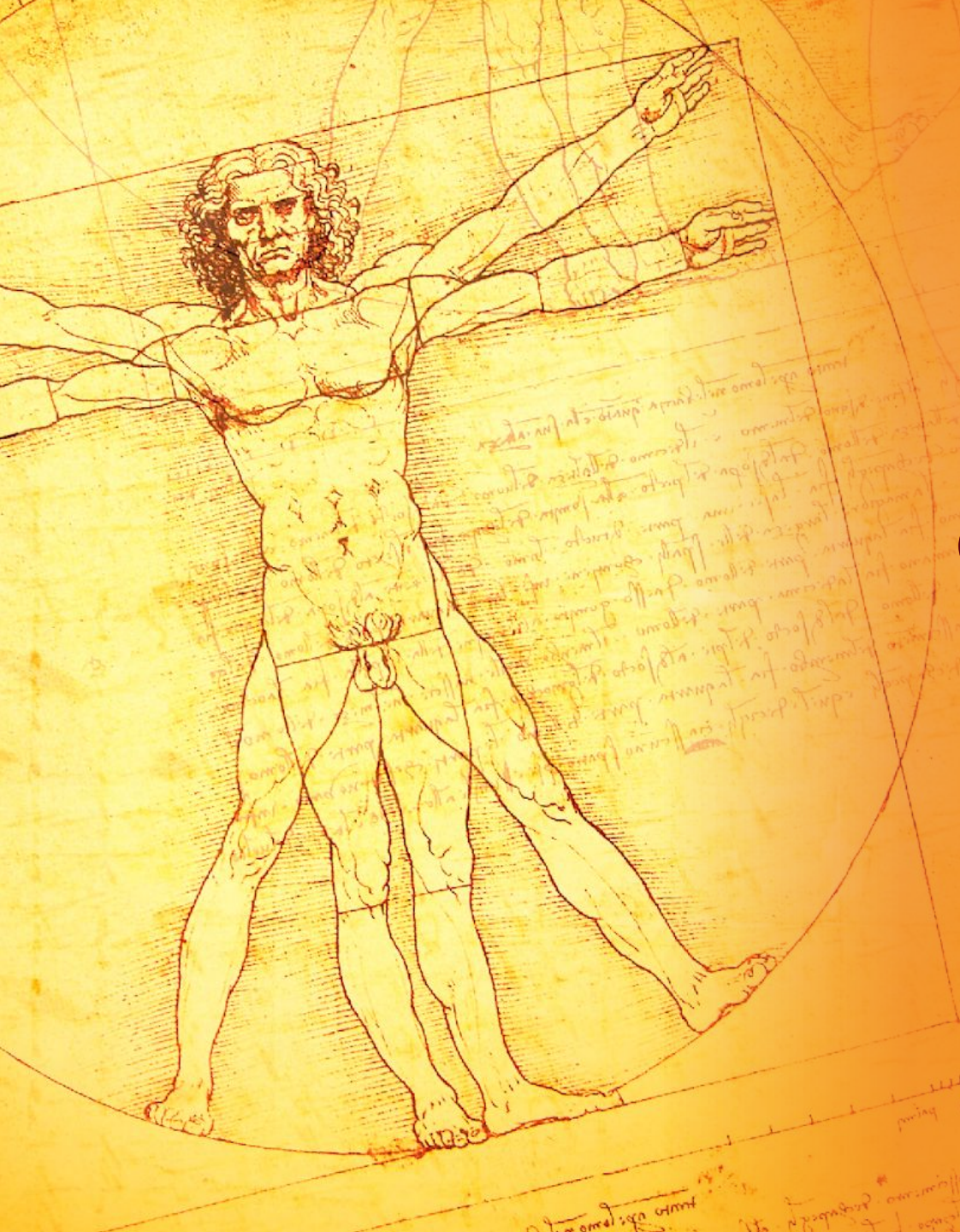




Through the Lens of The Five Human Factors

Physical

How do people experience their physical interaction with things and other people? What do they touch, push, pull, open, close, lift, carry, control, and so forth?

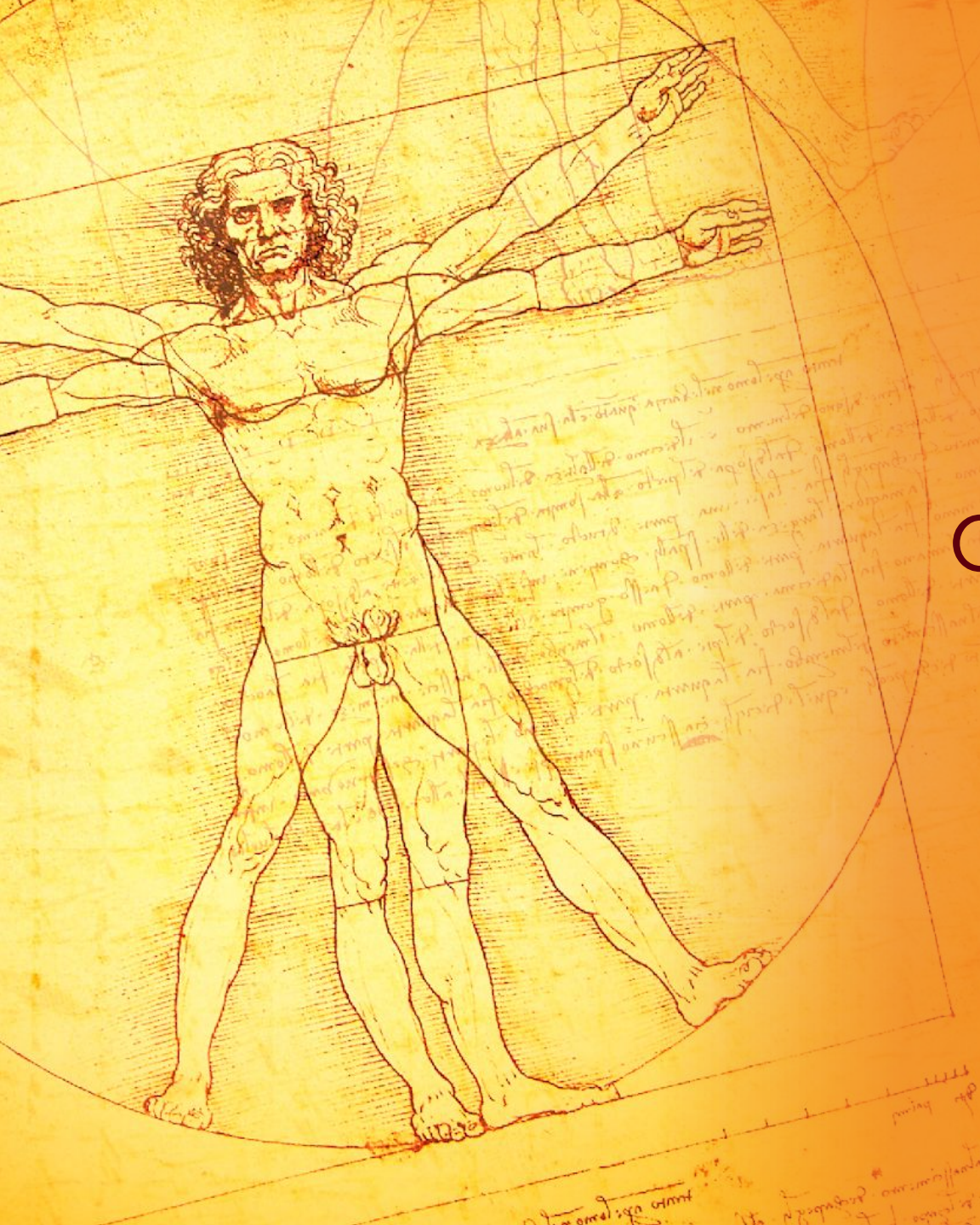


Through the Lens of The Five Human Factors

Physical
Cognitive

How do people experience their physical interaction with things and other people? What do they touch, push, pull, open, close, lift, carry, control, and so forth?

How do people associate meanings to things they interact with? What are the various interactions that require people to think? What do they read, research, process, assess, and decide?



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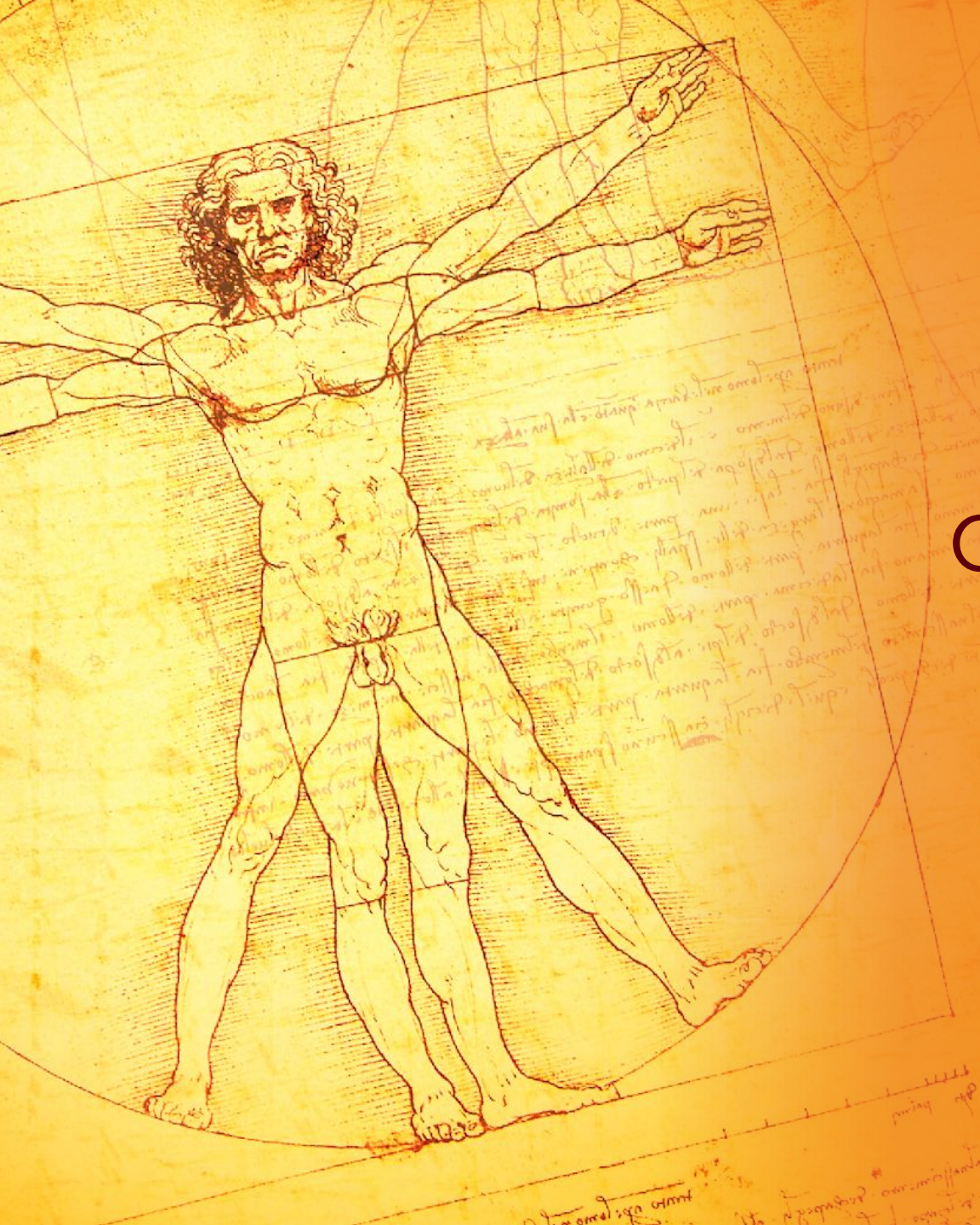
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How do people associate meanings to things they interact with? What are the various interactions that require people to think? What do they read, research, process, assess, and decide?

Social

How do people behave in teams or social settings? How do they formally and informally interact, make decisions, coordinate actions, make schedules, and work together?



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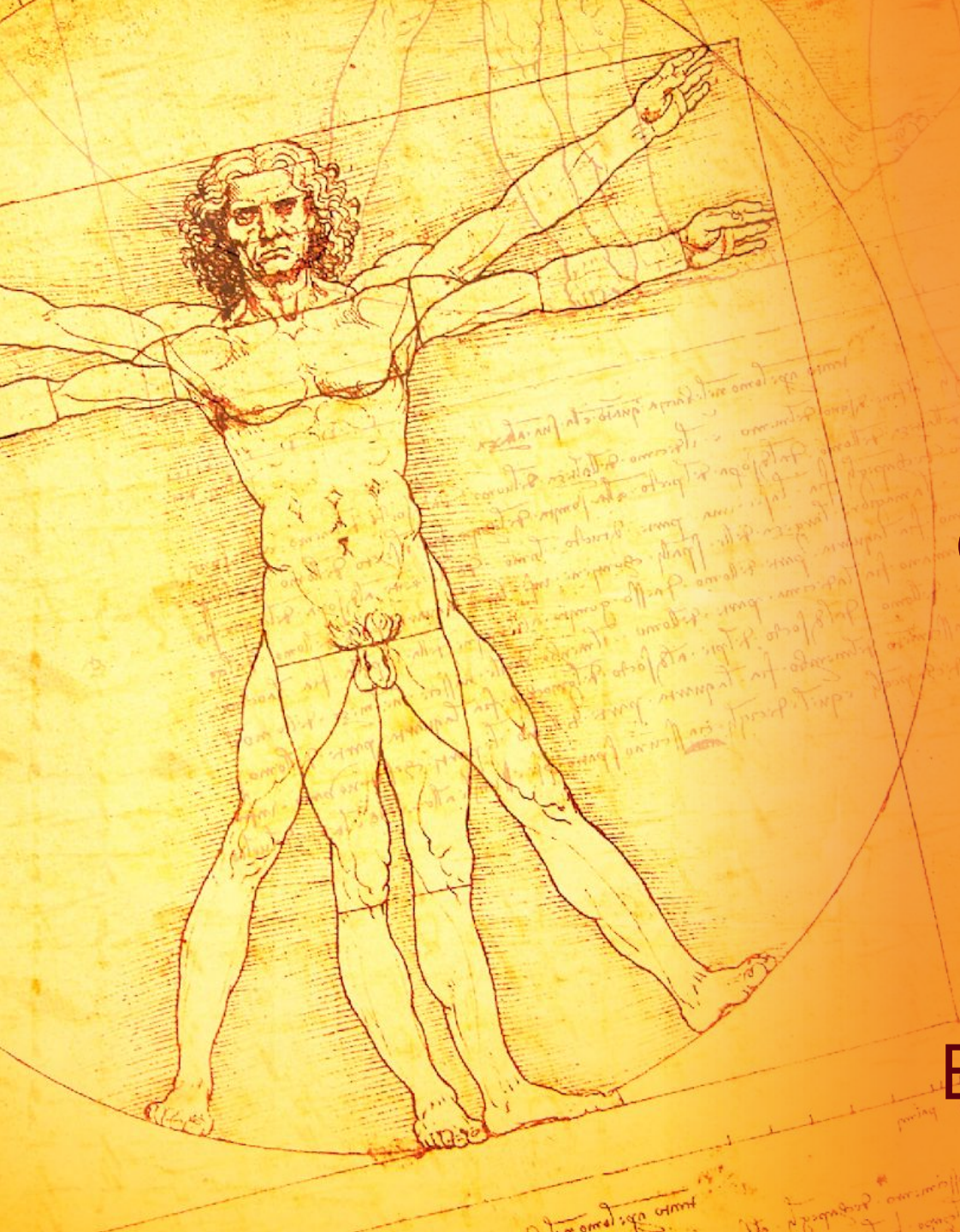
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Social

How do people behave in teams or social settings? How do they formally and informally interact, make decisions, coordinate actions, make schedules, and work together?

Cultural

How do people experience shared norms, habits, and values? What, if any, shared values seem present? How do they manifest?



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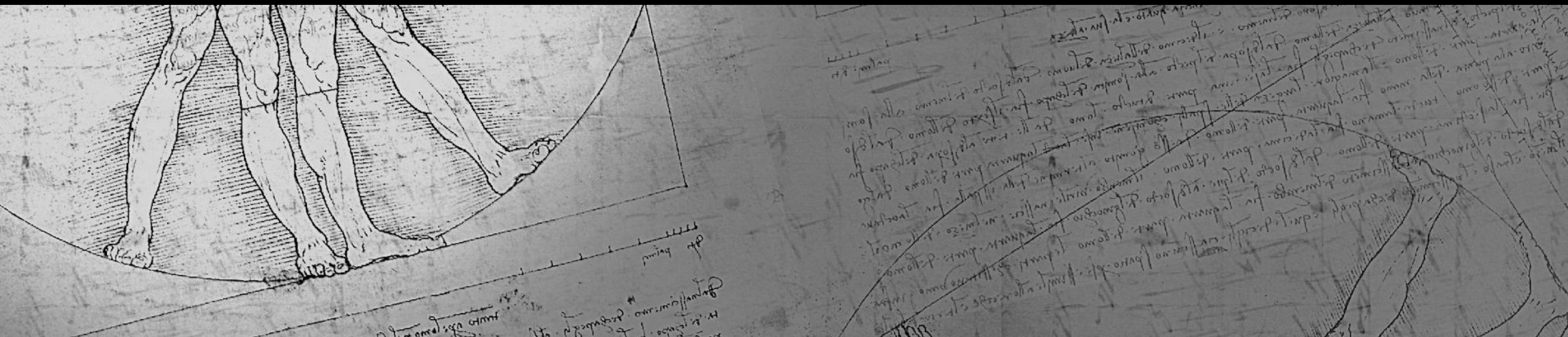
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Emotional

How do people experience their feelings and thoughts? Are people sad, aggravated, frustrated, or happy?



Applying The Five Human Factors to a Brand Charter



BRAND PROMISE	The brief, inspirational, and memorable articulation of a brand’s promise to its audience.				
CUSTOMER EMOTIONAL BENEFITS	Emotional and experiential benefits that help deliver on the brand promise; How we help customers feel when they engage with us.				
CUSTOMER FUNCTIONAL BENEFITS	Performance-focused equities that help deliver on the brand promise; How we help customers accomplish a task.				
CUSTOMER REASONS-TO-BELIEVE	Reasons-to-Believe (RTBs) ensure your audience that the brand’s products/services will meet their needs by providing proof points. Points of Parity (POPs) and Points of Difference (PODs).				
BRAND PERSONALITY	The attribution of human character traits to a brand (e.g., serious, warm, imaginative) creating differentiation. Informs brand messaging and look, tone, and feel.				
	<i>WHAT we do</i>	<i>HOW we do it</i>	<i>WHY we do it</i>	<i>WHO we do it with</i>	<i>WHEN we do it</i>
BRAND VALUES	The foundation code or guiding principles by which a brand organization lives. They define how we will behave and what we will not compromise on.				
BRAND PURPOSE	The higher-order reason for a brand to exist beyond just making a profit. Rooted in intent, belief, etc.—it’s the very reason the brand exists.				

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Performance-focused equities that help deliver on the brand promise;
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BRAND PROMISE

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Q&A





MOLSON
COORS beverage
company

Elevate the consumer experience
with holistic brand packaging that
excites, delights, and wins.

