

E-commerce packaging for one pair of shoes

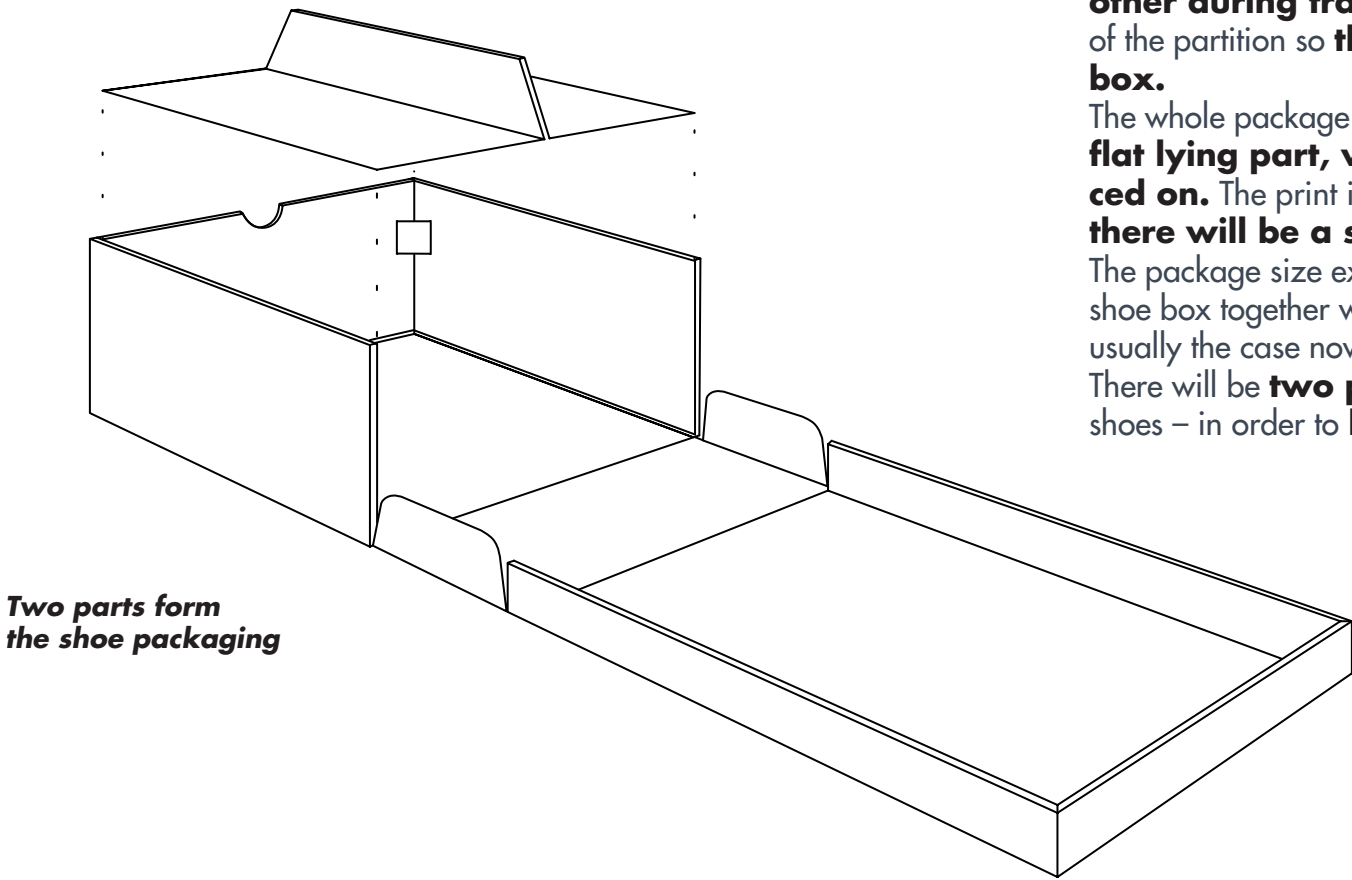
CONCEPT

The packaging looks like a normal shoe box from the outside. When the costumer opens the package, he will be **surprised by the opening mechanism allowing the package to be unfolded to a running track, on which the shoes are well presented – ready to perform.** The running track symbolizes the pleasure of running and the shoes look like they are about to move forward any second. **It underlines the value of the product and brings the point of sale directly to the customer’s home.**



KEY FEATURES/ SPECIAL FEATURE

The e-commerce packaging for running shoes offers an **unpacking experience with a surprising opening mechanism and an innovative, well presented stage for the product.** It underlines the value of the shoes inside and adds a high recognition factor. **It conveys a postive feeling for the product and the brand,** wherefore the customer will buy another product from this brand again. The package opens lengthwise and a running track unfolds in front of the shoes. **The costumer will feel motivated to start using the product immediately.** The shoes will arrive at the costumer’s house **well protected and the packaging provides easy logistics and transportation** due to the rectangular design.



Two parts form the shoe packaging

STRUCTURAL DESIGN/FUNCTIONAL ASPECTS/BENEFITS

The packaging is made out of **two separate parts** of white corrugated cardboard. The body of the box is fixed by holes in the bottom and interlocking clips on the side walls. **The lid is glued together to receive a clean look** on the top of the box. It slides into the body when closing and is held by two stripes in the edges. The round **cutout in the side walls makes it easy to open again.** In order to protect the shoes, there is an additional packaging element within the box, which **prevents the shoes from bumping against each other during tranportation.** One shoe can be placed on each side of the partition so **they can be seen directly, when opening the box.** The whole package **opens lengthwise, in order to have a long flat lying part, where the picture of the running track is placed on.** The print is only placed on the inner part of the cardboard, so that **there will be a surprise when the box is opened.** The package size exactly **fits one pair of shoes,** avoiding the usage of a shoe box together with a transportation package for each delivery, which is usually the case nowadays. There will be **two package sizes** – one for men’s and one for women’s shoes – in order to **keep the transportated air to a minimum.**

GRAPHIC DESIGN/KEY DESIGN ELEMENTS

On the outside the package is **kept simple**, without any prints on it. The brand name „forward“ is placed on the barrier tape, which expresses what the product stands for: move forward / never stand still. When the costumer receives the package **the tape is closing the package like a seal** and has to be cut in order to gain access to the product inside. The lettering gives the customer a clue how he should place himself in front of the box in order to **get the best surprising effect when opening it.** Inside the package there is a print of a running track along the whole flat lying parts of the box, which will be **a surprise and the recognition value for the customer while unpacking it.** It offers a **large presentation stage** for the running shoe. Moreover it will **animate the customer** to go forward and use the product, because **the intended use as a running shoe will be emphasised right on the spot.** Of course, there is the possibility to **adapt the inner print with other dynamic pictures** of streets, tracks, forest paths and so on to **create a product staging which shows the intention of the shoes to move forward.**



TARGET GROUP

The main audience are **dynamic modern people** between their teens to middle-aged, who are **keen on sports** and are looking for a running shoe, which **fits their needs and personality.** Moreover they are people who attach importance to products of good quality and like them to be **displayed straightaway when opening the package.**

As distributor the target audience are shoe dealers, who wants to take the running track as a **part of their brand image** and wants to **offer their customers a surprising experience with recognition value.**

SUSTAINABILITY

So far, when ordering a pair of shoes on the internet the costumer has received the **actual shoe box inside an additional delivery package.** **This shoe package will solve this problem,** as it is both product and a shipping box. Due to the two package sizes for men and women shoes, the **transportated air is kept as little as possible, so the transporation costs and emissions will be kept down.** When the costumer keeps the product he can decide whether he wants to keep the box to store the shoes or other things or if he wants to recycle it. It is made entirely out of corrugated cardboard which is why it **can be recycled easily in the paper bin.** Just one side of the cardboard is printed which means a **reduction of costs and saves ressources.**