

# innovation



DRAGON ROUGE

## A PERSPECTIVE ON TRENDS AND INNOVATION

At Dragon Rouge, we believe that breakthrough innovation requires an ability to identify how macro societal trends impact specific categories, targets, and brands. Here are recent product introductions that illustrate each of the 7 macro trends that we believe will impact innovation in 2009.



re-act  
meaningful  
consumption

## reclaim the green of your phone samsung reclaim

The birds are singing, the sunflowers blowing in the wind, and the sun is shining— on the recycled cardboard packaging of Samsung's newest phone addition, Reclaim. The phone exists within a new paradigm and speaks to the eco-chic customer while remaining technologically progressive. Half of the phone's plastic is made from corn while the rest is made from bio-plastic materials free from harmful chemicals. The Reclaim challenges the meaningless packaging of most cellular electronics— presenting a package that creates a lifestyle you can subscribe to and feel good about. Now you can reclaim that plastic bottle your neighbor is drinking as your new phone. Thank you, Samsung.

me & my ego

ritualistic  
indulgence



## dangerous whiskey mr. burglar

The mysterious face of a burglar with covered eyes and a top hat hide within the black label of this single malt scotch. As you reach out to touch the package your fingerprints are revealed on the thermo-sensitive paper. Mysterious, luxurious and dangerous, Mr. Burglar's label draws us into a world in which we are not merely the consumer, but the burglar himself. The package serves as a multi-sensorial connection between our ego and the product and as a sanctuary from the unknown.

foundations

contemporary  
classicism



## sweet nostalgia hershey's

When our world becomes uncertain, we look to indulge in experiences and products that remind us of sweeter times. Hershey's nostalgic packaging is reminiscent of a more innocent era. Consumers are proven to be drawn to nostalgic aesthetics and experiences that can shelter them from the instability and uncertainty of our world. The shift in Hershey's design merges the physical comfort of chocolate with the visual comfort of nostalgic packaging to soothe both our stomachs and eyes.

euphoria

playful  
irreverence



## food fight buca di beppo

Quirky and irreverent, the authentic Italian food splashes on the front of the package with a playful and wacky humor. The packaging is Buca di Beppo's first foray into packaged goods and properly describes the company's authentic, down-to-earth nature. The packaging breaks conventions and has a playful irreverence that escapes from the mundane and ordinary. It's okay to play with your food, people.

simply better

simplicity  
as perfection



## help! I have a headache help remedies

The array of products aimed to help you fight a minor ache and pain is overwhelming. Help Remedies made it easy for us. The simple to read and free of clutter packaging empowers the consumer to make health decisions with ease. Through its package, Help's healthcare product becomes trustworthy and honest in a complex and fear mongering health industry. Plus, it's made of bio plastic and paper pulp for those green-conscious consumers. What can be easier than that?

schizophrenia

experiment on  
your terms



## shoot me if you can fujifinepix z20

We live in a world where text messages and Wii provide needed escapes from our own reality. Fuji's FinePix Z20 digital camera "shoot me if you can" motto bridges your rebellious alter-ego with your consumer habits. The graphics are drawn within an urban graffiti context further playing into the rebellious nature of the packaging. Through word play and design, Fuji likens the satisfaction and instant gratification of shooting a picture with your camera to shooting a gun. Dangerous technology.

yes we can

reinvent  
global order



## fight poverty through trade traidcraft

By merely buying toilet paper, consumers now can work together to save the world. Revenue from the sale of Traidcraft's products goes directly to help fight poverty and reward craftsmen for their work at realistic prices. Consumers buy traidcraft to speak out against government and business for a fair trade society. The packaging design of traidcraft harnesses the citizenship, loyalty and justice within us to better our society.