



Science For A Better Life



Using a Holistic Design Approach to Drive New Product Design.

Guido Schmitz, Director of Packaging Design at Bayer Consumer Health



OUR BRAND
OUR FOUNDATION

Our Business Areas



Pharmaceuticals

- Prescription drugs

Consumer Health

- Over-the-counter medicines, dietary supplements, dermatology products, foot care and sunscreen

Crop Science

- Innovative crop protection and seeds
- Animal Health

Leading Global Category Positions*

Well-Known and Trusted Brands



#2
Vitamins,
Minerals,
Supplements



#4
Analgesics¹



#2
Dermato-
logicals²



#5
Cold,
Allergy,
Sinus, Flu



#3
Gastro-
intestinals



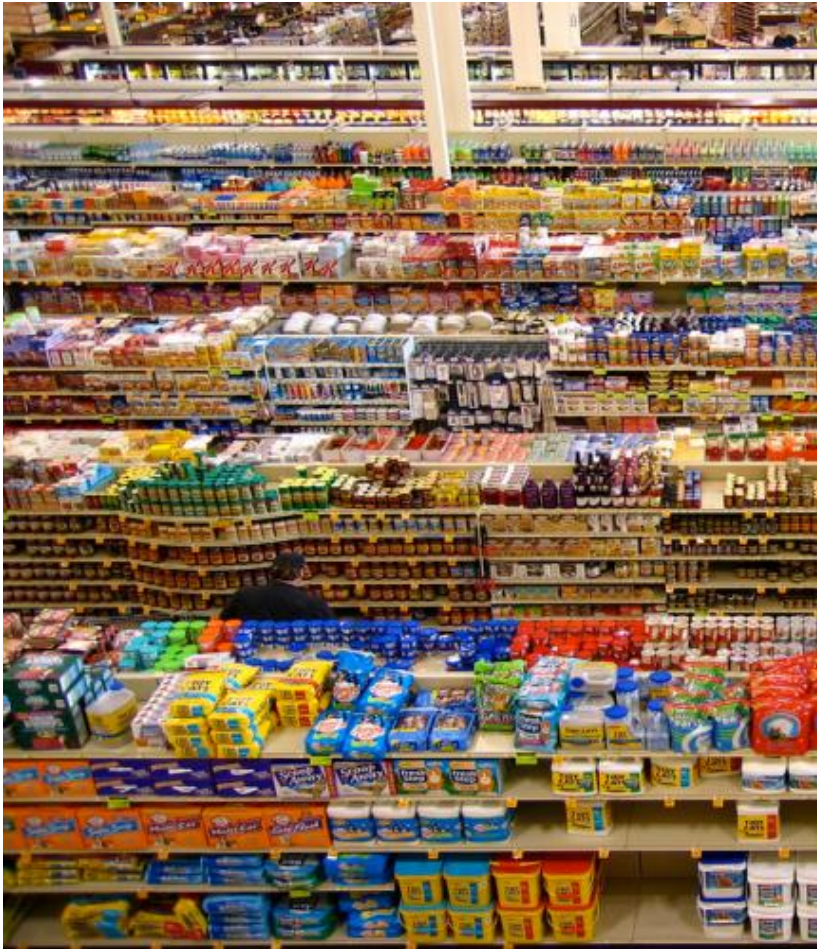
Other³



Source: Nicholas Hall & Company DB6, FY 2015. Rankings include Sanofi/BI Grouping

¹ Includes Cardio. ² Includes Sun Care. ³ Includes Foot Health, Other.

The Role of Advertising in the Field of Sale



ca. **10.000 different products**
in a classic retail market



only **ca. 20% of the products**
are promoted by classic
advertisement

less than 50% of the consumers
are remembering an product specific
advertising at the POS

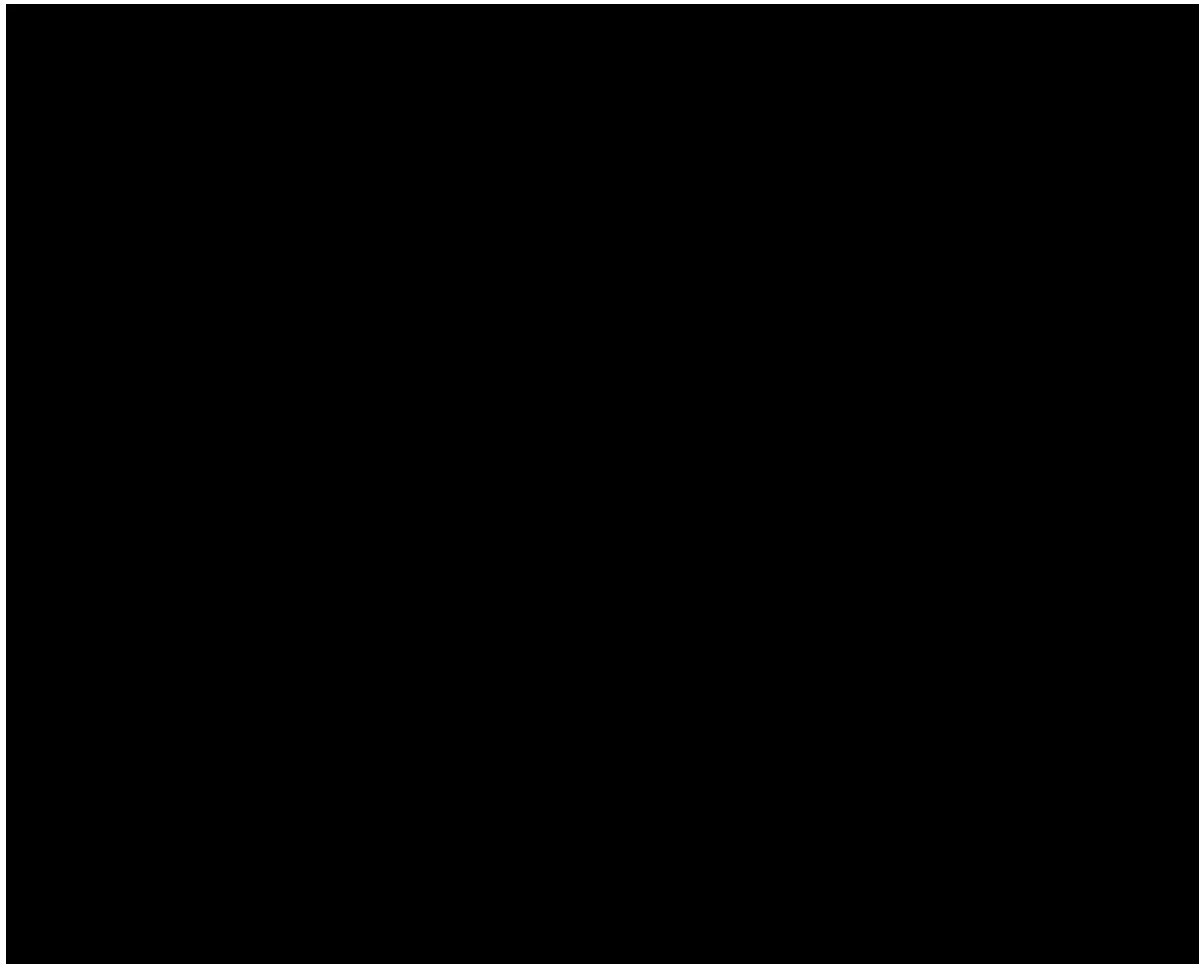
Planned Buying vs. Impulse Buying



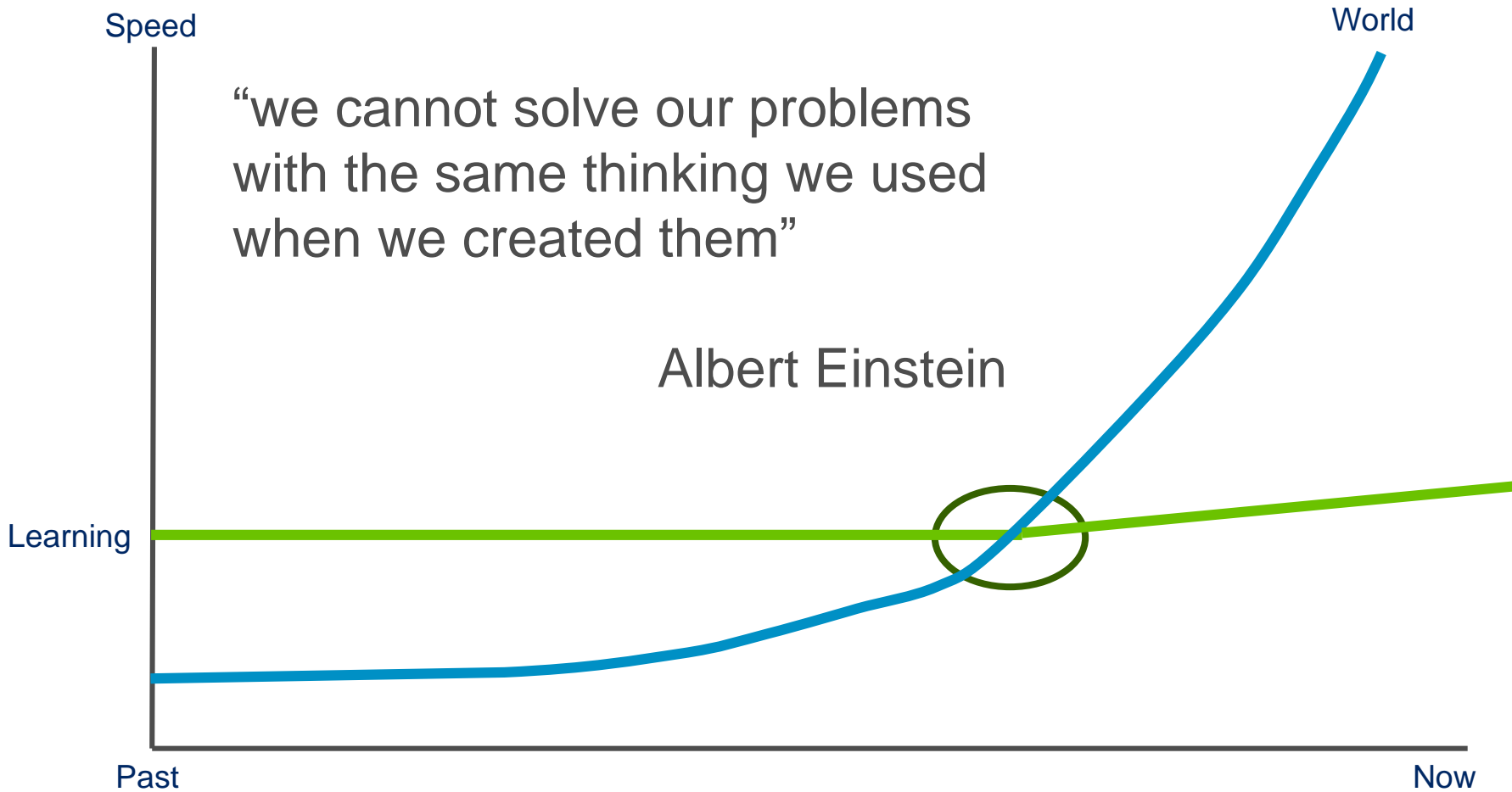
A product has
3 seconds to attract attention
and ...



Average **ca. 70% of the consumers buying decisions** are in impulse



Speed of Innovation



What is Innovation



is this innovation?

Smartphones, mobile apps, and touchscreens were not new technology at the time, yet the original iPhone was hailed as a revolutionary mobile phone and breakthrough internet communication device.

What is Innovation



how about this?

With a scan of your hand, the Electrolux Memory concept coffee maker remembers exactly how you like your coffee.

What is Innovation



or
this?

As the world's first 3D printed football cleat, Nike's Vapor Laser Talon uses selective laser sintering technology to create an extremely light and high-performance footplate that was previously not possible to manufacture using traditional processes.

What is Innovation

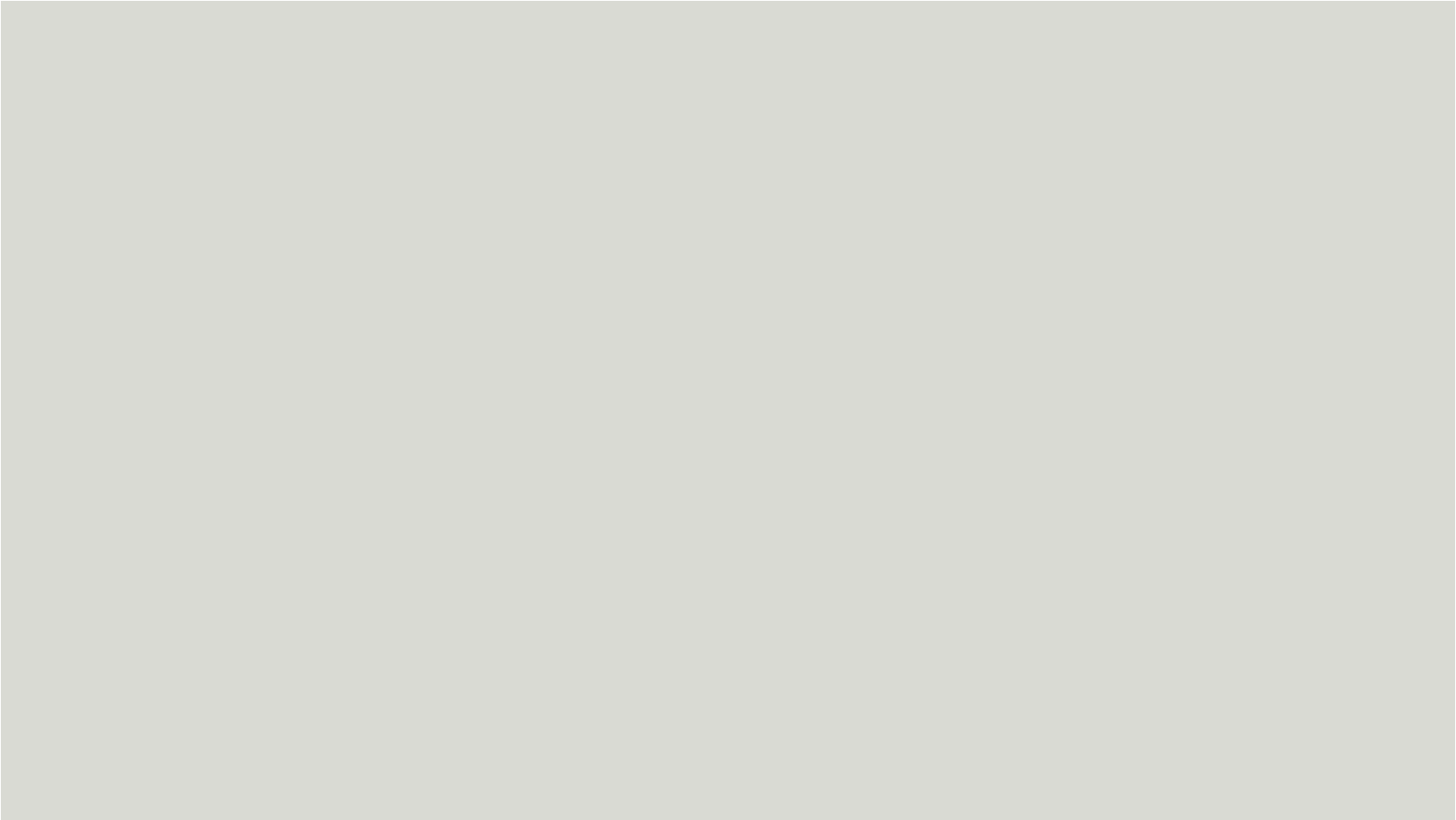


maybe
this?

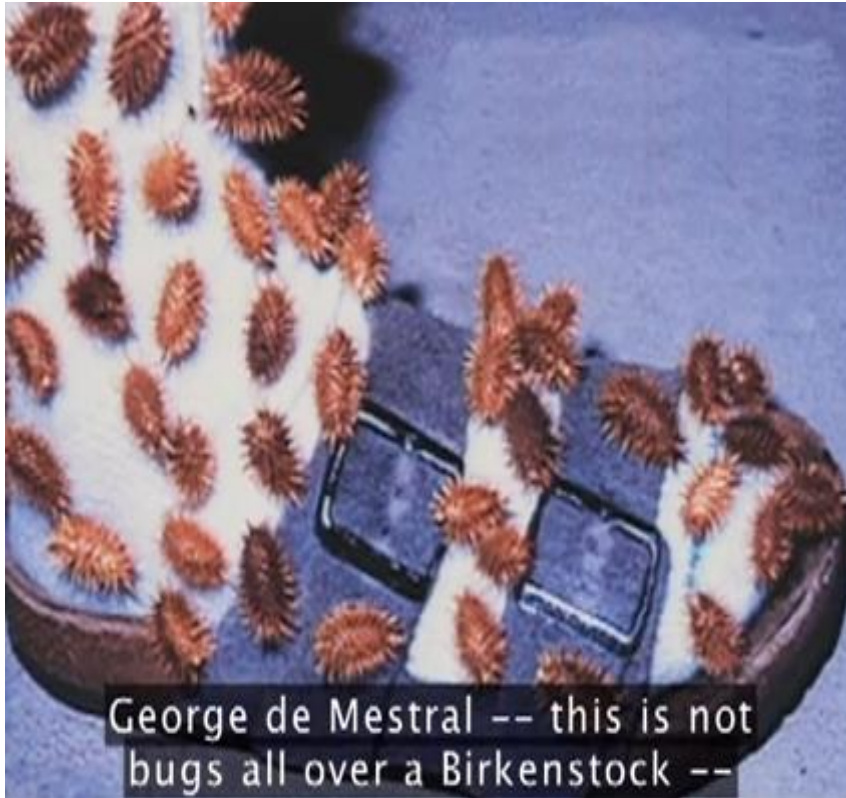
What is Innovation



Why was
text message
developed ?



Where Innovative Ideas Coming From



Smart Design



Inspired by Grandma Helen. After her grandmother accidentally took her grandfather's medicine, designer Deborah Adler partnered with Target to create a better way to take medicine.



Easy-to-read label with larger type and simple instructions



Attached info card with important personal and drug information

Custom-color ID ring for each member of the family

Commended by:
Home Safety Council
Institute of Safe Medication Practices
Time Magazine
U.S. Surgeon General

ClearRx™ A prescription system that simplifies, informs and personalizes medications. This innovative system includes color-coded ID rings, an easy-to-read label and an attached patient information card, giving seniors and everyone else a little extra dose of certainty. It's easy to transfer your prescriptions in store, on-line at Target.com or call 1-877-FX-TARGET. **Exclusively at Target Pharmacy.**



Spectrum of Target Groups



Target group 1
e. g.
traditionalists



Target group 2
e. g. performers



Target group 3
e. g. hedonists



The Usage of Coffee



Target Groups



The need of different products in different occasions

occasion ▶



Target group 1
e. g. traditionalist



Target group 2
e. g. performers



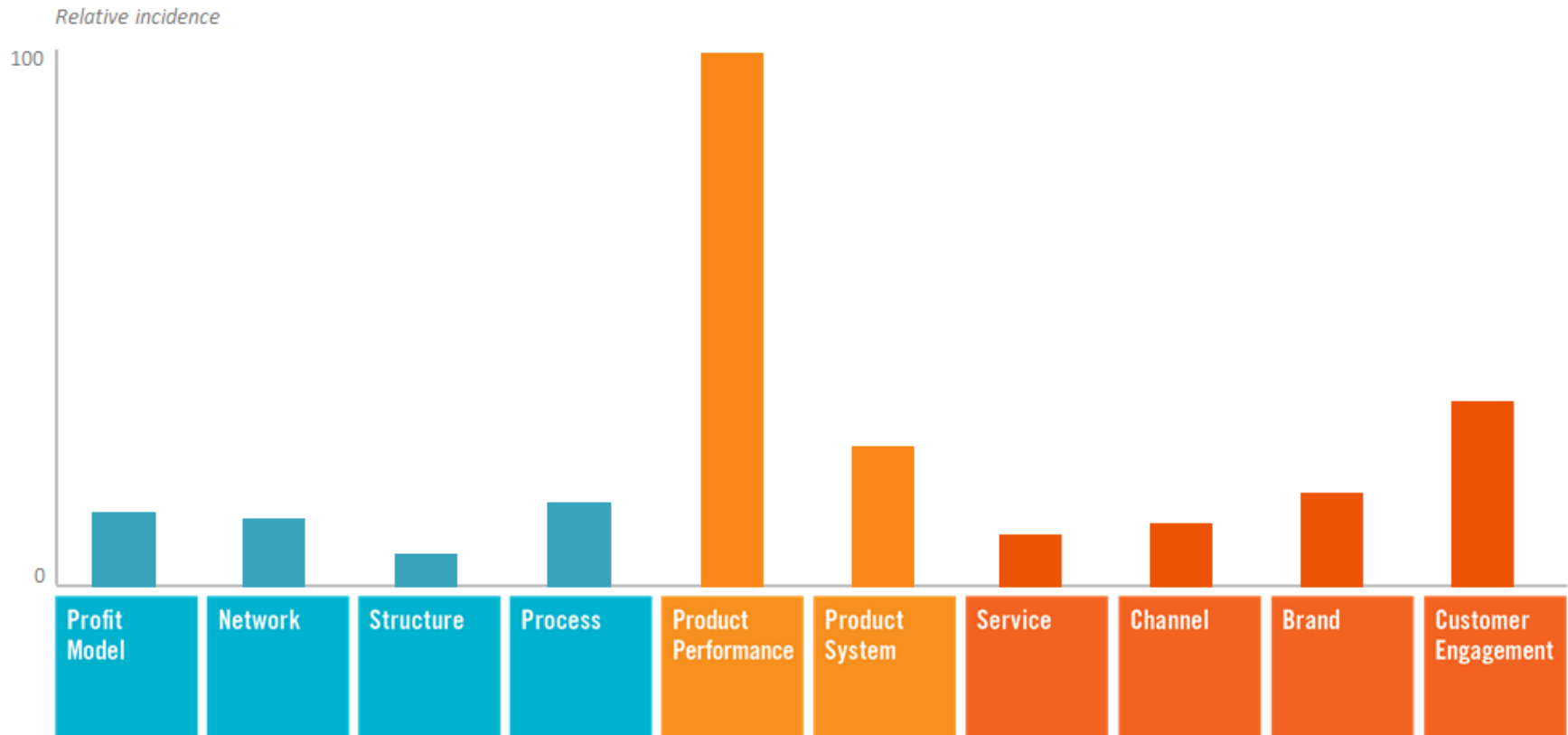
Target group 3
e. g. hedonists



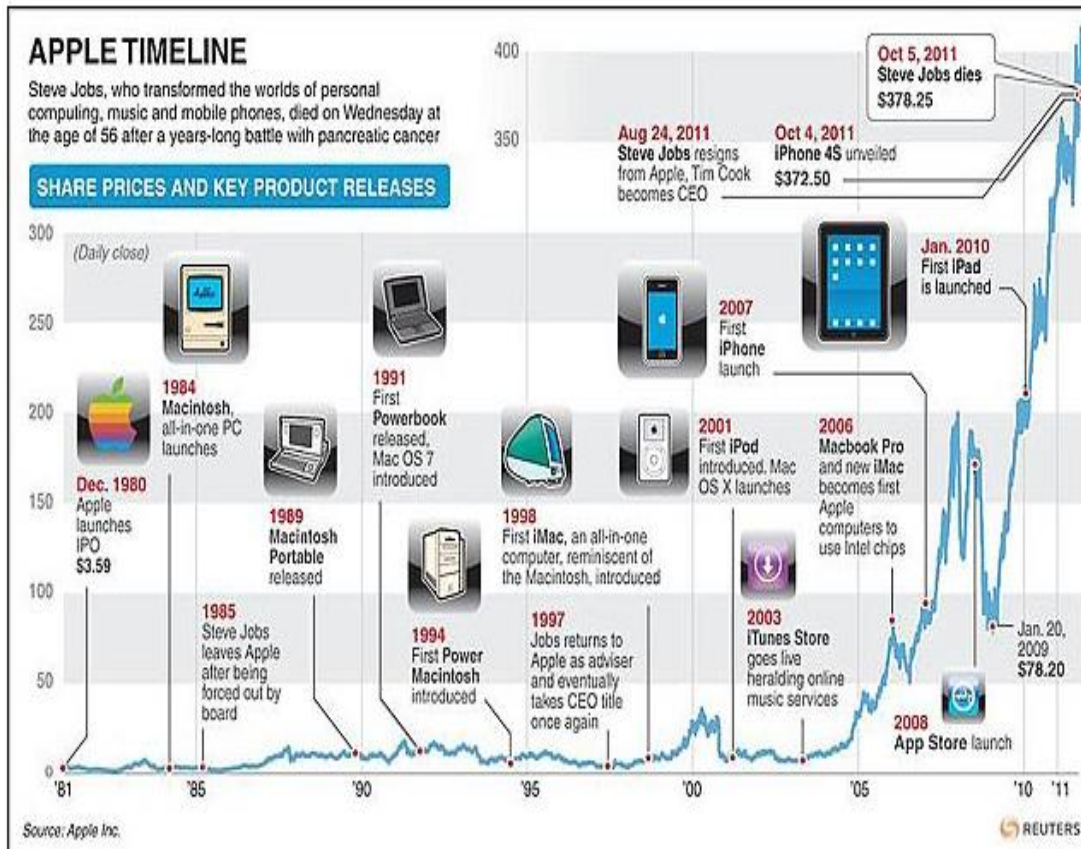
Product Performance



Ten Types of Innovation



Impact of Design Thinking

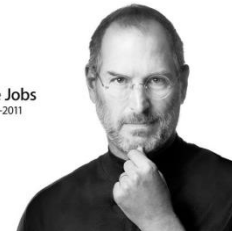


Apple Inc., is the most successful company in design thinking:

iPod and **iTunes**, **Mac laptop** and **desktop** computers, the **OS X operating system**, and the revolutionary **iPhone** and **iPad**,

Apple maintains 406 **retail stores** in fourteen countries (as of May 2013) as well as the online Apple Store and iTunes Store.

Steve Jobs
1955-2011





Holistic Product
Design

Aspirin



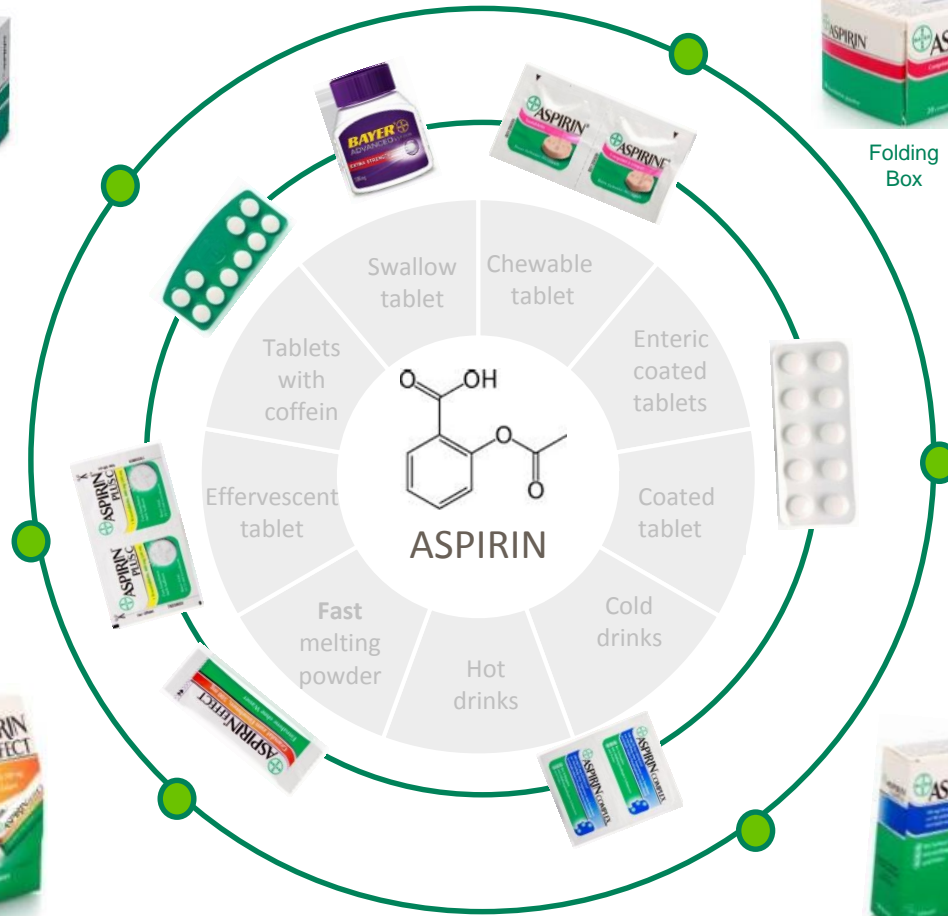
DVA



Folding Box



Folding Box



Folding Box



Folding Box



Folding Box

Example Aspirin



Example Aspirin



Shamrock Packaging Concept



Background:

Modernize the appearance of the Aspirin and other brands.

Task:

Develop different pouch shapes for different products that can be produced on the same production line.

Improvement of competitor differentiation.

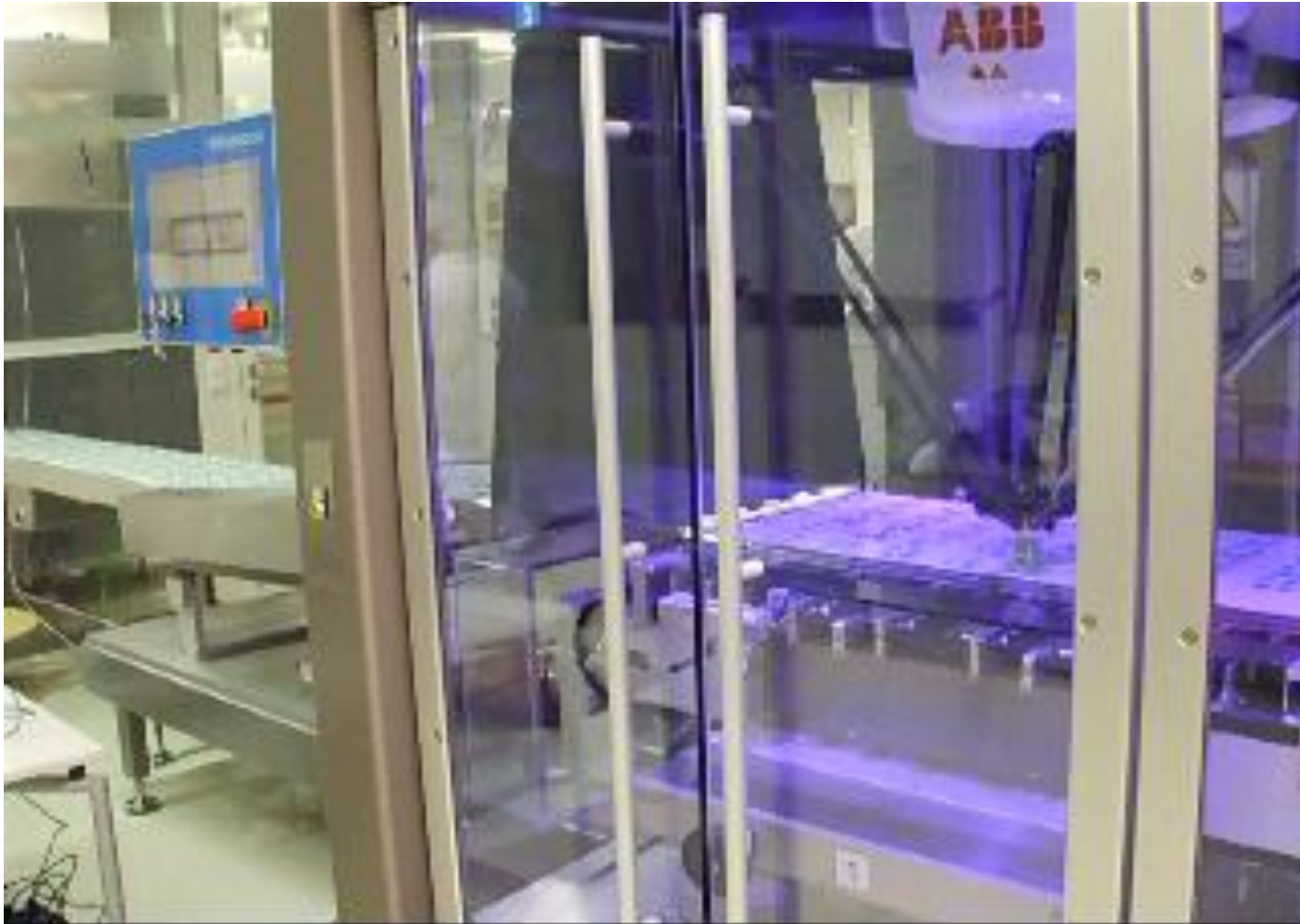
Develop a new packaging concept that works in different climates.

Objective:

Develop new novel packaging concepts underutilizing the investment in the new packaging technology for multiple brands and new development projects.

Consumer-friendly package that creates an outstanding consumer connection.

Shamrock



The New Aspirin in Germany



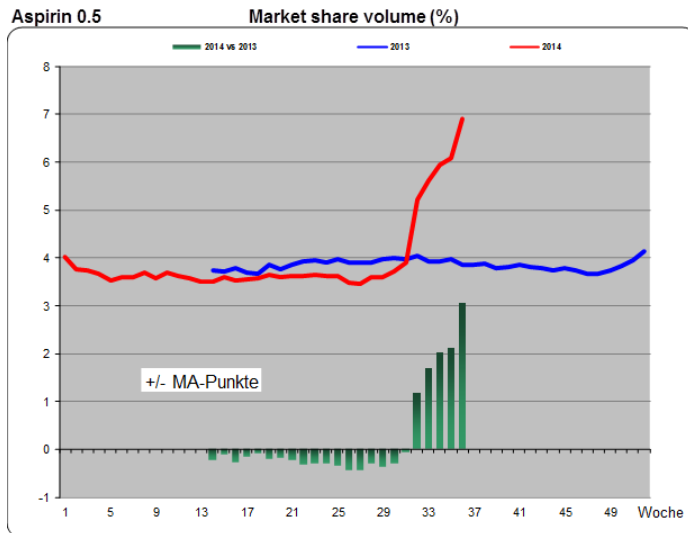
The new Aspirin conquers the German pharmacies!

- More than **18.000 pharmacies** have been supplied with products and POS material in July – all German pharmacies “have become green”

- On August 1 the **new TVC campaign** started accompanied by nationwide billboards

- The new **DTC communication** led to very encouraging first sales data in pharmacies; more than **300,000 packs** have been already sold to consumers in the last 5 weeks

- Last weekly data showed a MS, which is **3 percentage points** above last years period; overall consumption increased by **more than 80%**



Pharmacies have been Painted Green!



New Aspirin



Aspirin Next Generation –
The first shaped pouch
for tablets

Created by: Excellent Communications Design - Packaging
Client: BAYER AG
Project: Biondi-Partner Crediti GmbH
Julius Ritter, Laura Schmitt, Silke Wolter

Andreas Heppner
Andreas Heppner
President
Frankfurt, 12 February 2016



Final Global Design





Science For A Better Life



Thank you for your attention!