

at **SES** ID



# Small is Beautiful

How can emotional and sustainable design cultivate consumer *desire*?



**IN 2007/2008**, the shift to smaller, concentrated laundry detergent presented a unique marketing challenge: **communicating the higher value of less product.**

While the ecological impact of this change has been positive, the effect is diluted by the use of lower volume packaging (50 fl. oz. instead of 100 fl. oz.)

which increases the ratio of package material to product.

As the future of the industry moves toward ever increasing product concentrations, how will design be used to communicate the value of these more concentrated products and lessen the impact of smaller packaging?

**44 PERCENT of consumers say their green buying habits remain unchanged despite the current economy and a third of consumers say they are more likely to buy green today than previously.**

**Modern consumers are becoming more educated and discerning every day,** requiring producers to be more sensitive than ever to changing perceptions of value. As demands for sustainability and value grow simultaneously, tomorrow's more concentrated liquid products must be designed to make sustainability desirable.

In times of economic stress, newly discerning consumers rally around products that exude a sense of frugality while simultaneously splurging on small pleasures like

a \$4 coffee drink or the best hamburger money can buy. Frugality appeals to a consumer's logic, but small, precious experiences create desire by appealing to their emotions.

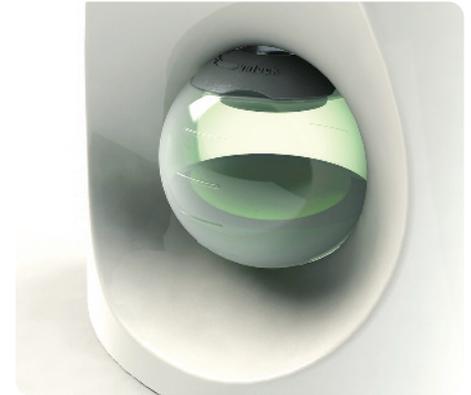
To harness this desire and ally with the frugal search for value, concepts for packaging smaller quantities of commodity items must create an emotional appeal that is equal to the cognitive appeal of economy and sustainability.

The integrated design practice at SES is uniquely equipped to deliver a fusion of emotional design and technically superior green packaging to an increasingly educated and budget conscious consumer.

**VALUE THROUGH SUSTAINABILITY**

Smaller is not always greener. Relative to their larger counterparts, the current line of small detergent bottles (50 fl. Oz. versus 100 fl. Oz.) contains a higher ratio of package material to detergent, reducing some of the benefit of the concentrated product. To enhance the efficiency of smaller packaging requires three strategies (in addition to higher product concentrations): Accurate product metering, reduction of disposable material, and decreased longevity of disposable materials.

To facilitate accurate product metering, SES designers created a jewel-like ball, with incremental markings, to be placed directly in the washing machine. The disposable refill package incorporates an innovative, vented silicone valve and is squeezed to accurately dispense metered amounts of detergent into the highly visible, nested ball, reducing the tendency to overfill.



To reduce the amount of disposable packaging, SES designers created a high quality, reusable chassis that supports a smaller, recyclable reservoir blow-molded in plant-based PET, a material that replaces 30% of its petroleum-based content with renewable plant-based material.

The combination of accurate metering, material reduction, and the incorporation of a reusable portion of the package reduces the ecological footprint of this concept at every point of its life cycle — manufacturing, shipping, use, and disposal.

**Consumers are hungrier than ever for value.** To meet the demands of the increasingly educated and cost-conscious consumer, producers will be challenged to create integrated, evocative designs that fuse the technical and emotional aspects of design.

While other firms offer styling, SES ID offers a truly integrated approach to product development and engineering. When considering your next project, consider SES ID. 

