

# VISUAL 20

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# INTRODUCTION

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PROPYLENE GLYCOL

WOOD PULP

CARMINE

CASTOREUM

L-CYSTEINE

SHELLAC



# PROBLEM

- Not clear information for consumers



**Nutrition Facts**

Serving Size 80g	
Amount Per Serving	
<b>Calories 377</b>	Calories from Fat 190
% Daily Value *	
<b>Total Fat 6,2g</b>	10%
Saturated Fat 1,5g	6%
Trans Fat 0g	
<b>Cholesterol 0mg</b>	0%
<b>Sodium 4mg</b>	<1%
<b>Total Carbohydrate 36g</b>	8%
Fibre 0g	0%
Sugar 25g	
<b>Protein 0g</b>	



# SOLUTION

- Change the graphics
- QR code in the packaging



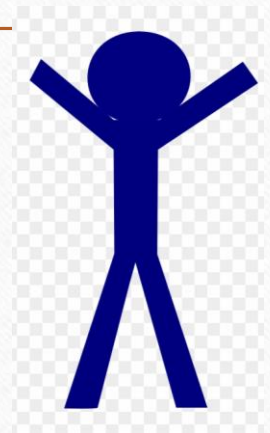
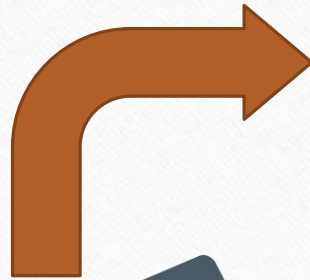
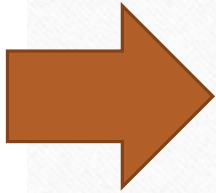


# COMPETENCE

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# EXPLANATION





# TARGET MARKET

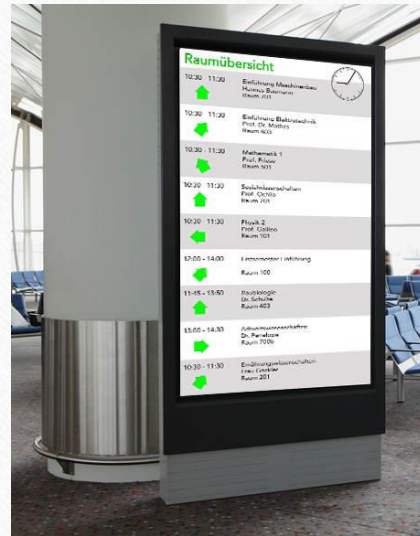
- Teenagers (their parents)
- People who want to eat healthy
- Supermarkets
- New companies



**MERCADONA**

# REVENUE MODEL

- **Costs:** supermarkets, ads, screens, graphics company...
- **Income:** organizations, finance-startups companies, supermarkets...



LANZADERA





# MARKETING STRATEGY



# PROTOTYPE (QR CODE)

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[https://docs.google.com/forms/d/e/1FAIpQLSe50V-KhoD4Z7E3Z6tmp\\_seDUOHDMDP6nl90eODRxzszIyaZw/viewform](https://docs.google.com/forms/d/e/1FAIpQLSe50V-KhoD4Z7E3Z6tmp_seDUOHDMDP6nl90eODRxzszIyaZw/viewform)

VISUAL 2.0 for: “your ideal packaging for the future” 🍒 🌽 🍈 🍌 🍌 🥑

~ healthy mind in healthy body ~



Correo \*

Tu dirección de correo electrónico

How old are you?

- 10-18
- 18-25
- 25-30
- 30-40
- 40-50
- 50+



What is your email? (To receive coupons and new info)

Tu respuesta

What are your favourite colors?

Tu respuesta

What is your favorite healthy food? \*

Elige



What is useful for you in a packaging?

Tu respuesta

What food do you consume most frequently?

Tu respuesta \_\_\_\_\_

Where do you usually go to buy foods? Why?

Tu respuesta \_\_\_\_\_

What is your favourite food brand?

Tu respuesta \_\_\_\_\_

Enviar

Borrar formulario



# PROTOTYPE (II)

## FOOD 2.0

VISIBILITY, EASY  
AND CLEAR

WE WANT TO WORK  
INTO THE  
TRANSPARENCY OF  
THE PRODUCTS  
THAT YOU EAT

ABOUT US: WE ARE  
A COMPANY THAT  
WANTS TO CHANGE  
OUR WAY OF  
COSUME

WE WANT TO HELP  
YOUNG PEOPLE AND  
THEIR FAMILIES TO  
EAT WITH  
CONCIOUSNESS





# PROTOTYPE (II)

## HOW DO WE WORK?



### QR CODES

by scanning QR codes in the packagings of the products you can know more information about the ingredients and the process of the products from when it's made until it reaches your shopping cart





# PROTOTYPE (II)



**biological and eco friendly**

***in our web you can found more  
details about the healthy food for  
choose the best option for our  
health***



# PROTOTYPE (II)

## PRACTICAL EXAMPLES OF WHAT WE DO:

we select the freshest ,healthiest  
and most ecological products all  
for you!!!!



an example its this plant based burguer wich is  
obviously vegetarian and a good option for our  
vegetarian or vegan consumers



# THE TEAM

