

Case Study Hans Boodt

Strategy/Identity/Design/Sampling/Production



HANS BOODT.
MANNEQUINS

The Challenge

How to build a man

We are always faced with various challenges at Swedbrand. But it is safe to say that we are not often challenged with the packaging of body parts – or rather, how to pack the parts of a mannequin.

Hans Boodt wanted their packaging to reflect the same quality as their state-of-the-art mannequins. They needed a package with a positive first impression, that was easy to open and helped with simpler and faster mannequin assembly.



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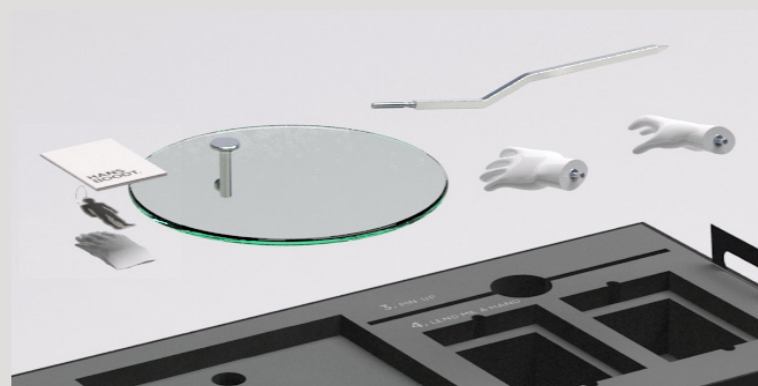
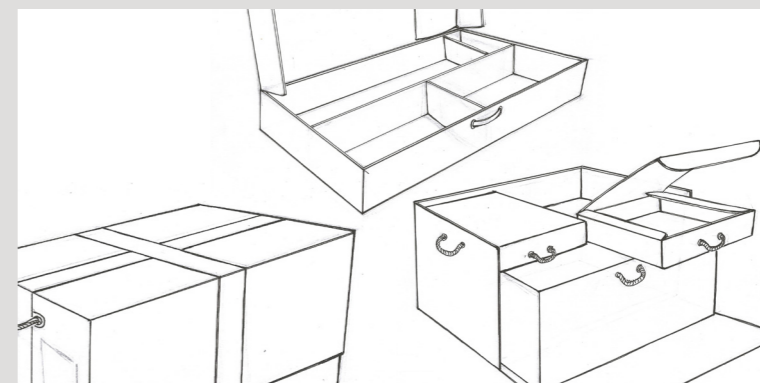


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The Process

Our goal was to create packaging that felt more like receiving a gift. The main focus was “easy” – easy to carry, open, understand, assemble and dispose of.

To identify user-based issues of the current packaging we gathered first impression feedback from consumer test groups. Groups of two were then tasked to open a package and assemble a mannequin. This gave us valuable input in how to make the box less frustrating and more instructional.



The Result

Every element, including subtle details, such as the scent in the box, was considered in order to make this experience as exclusive and easy as possible.

The items are numbered and discovered in the order they are needed. The fragile items are packed in a foam layer that easily lifts to reveal the numbered mannequin parts packed in reusable, padded bags.

Cues from high-end packaging, combined with client input and test group research, resulted in a premium-designed range of 5 instructional packages. A truly new experience that leaves Hans Boodt's customers with a positive, lasting impression of their product and company.

