

CONSUMER & MARKET INSIGHT

CAPABILITIES & SERVICES



CATEGORY INSIGHT

In addition to conducting our own consumer research studies, we subscribe to and leverage several secondary resources. These resources provide us with access to data, analysis, forecasts, expert interpretations, visuals, cultural perspectives and trending topics which enable us to better identify consumer trends and ultimately help provide you with the competitive advantage you need.

With these rich resources and insights, we can become an extension of your team and in some cases, provide you with information that you may not have. We systematically seek to better understand global trends and implications as well as identify opportunities to leverage relevant technologies which we believe can be transferred across categories. An understanding of this information in conjunction with a deeper insight and broader perspective on consumer behavior and preferences helps us collaboratively make well informed, confident decisions.



CONSUMER INSIGHT

By looking inside the mind of the consumer and gleaning a picture of how and why they use products, we are able to elevate every aspect of packaging design to help you win on shelf as well as help consumers win at home. We don't focus solely on the best vessel or dispensing solution but rather on developing the most attractive, functionally superior package that outperforms the consumer's expectations. The result is truly insight-driven innovation.

We do this by taking into account category insight as well as conducting our own consumer research independent of design projects but based upon opportunities we see to help you translate insight into meaningful packaging solutions. This also sheds light on our design process so that our work is inspired by our learnings and becomes solidly based in "informed creativity." Whether you are looking for a custom or stock solution, we can guide you to the features and functionality that will have the most impact and are the most meaningful to the consumer.



ENABLEMENT TOOLS

Ensuring that our sales organization is armed with and has easy access to relevant, current and trend-spotting market and consumer insights is a top priority. We understand that your time is valuable and that you also may not have a view to everything you need. So we have developed a proprietary portal that allows our packaging consultants to access real-time insights and tools anytime, anywhere.

With this tool, there are a myriad of opportunities for us to assist you. Whatever your objective or challenge may be, we will help you make faster, more informed decisions. Viewable are: market trends and insight, our custom development playbook, awards we have won, press coverage we have earned for our customers, our research results, design compendiums by category, inspiration boards, lifestyle trend boards, success stories, product photos and so much more! This portal illustrates the type of unmatched, insight-driven resources we can and want to share with you.

To learn more contact Emily Bourdet, Director of Marketing | 630 645 1205 | ebourdet@tricorbraun.com

CONSUMER &
MARKET INSIGHT

PACKAGE
DESIGN

GRAPHIC
DESIGN

PACKAGE
ENGINEERING

ENG & TECH SERVICES /
PROJECT MGMT

CONSUMER & MARKET INSIGHT

CAPABILITIES & SERVICES

CATEGORY INSIGHT

- Data and Analysis
- Trends and Forecasts
- Visual Inspiration
- Expert Perspectives
- Cultural Perspectives



CONSUMER INSIGHT

- Behavior
- Interaction
- Preferences
- Functionality
- Aesthetics



ENABLEMENT TOOLS

- Development Playbook
- Design Compendium
- Inspiration Boards
- Lifestyle Trend Boards
- Success Stories

