

ecolean

a lighter approach to packaging

BRAND *STRATEGY* AND *WAY FORWARD*



## BRIEF *OVERVIEW*



**Lightweight** and **modern** food packaging



Known to be packaging liquid goods such as juices, milk, etc.



Extremely **convenient** to use and store



It has reduced raw material used in packaging



**Saving energy** and resources in return



Produces **less waste** after the use



The current tagline is “***a lighter approach to packaging***”



To penetrate in the market and be the first choice of the businesses and consumers contributing in an eco-friendly environment





CURRENT *SCENARIO*



What is Ecolean?

Who is it for?

What does it do?

**The need to create a ground base in Pakistan region**





Establish a **strong personality**  
on digital platforms

Get the **brand's message**  
across to its target audience

Drive relevant **engagement** on  
the digital front



COMPETITOR *ANALYSIS*

# PROTECTING

FOOD, PEOPLE AND FUTURES  
PROTECTS WHAT'S GOOD

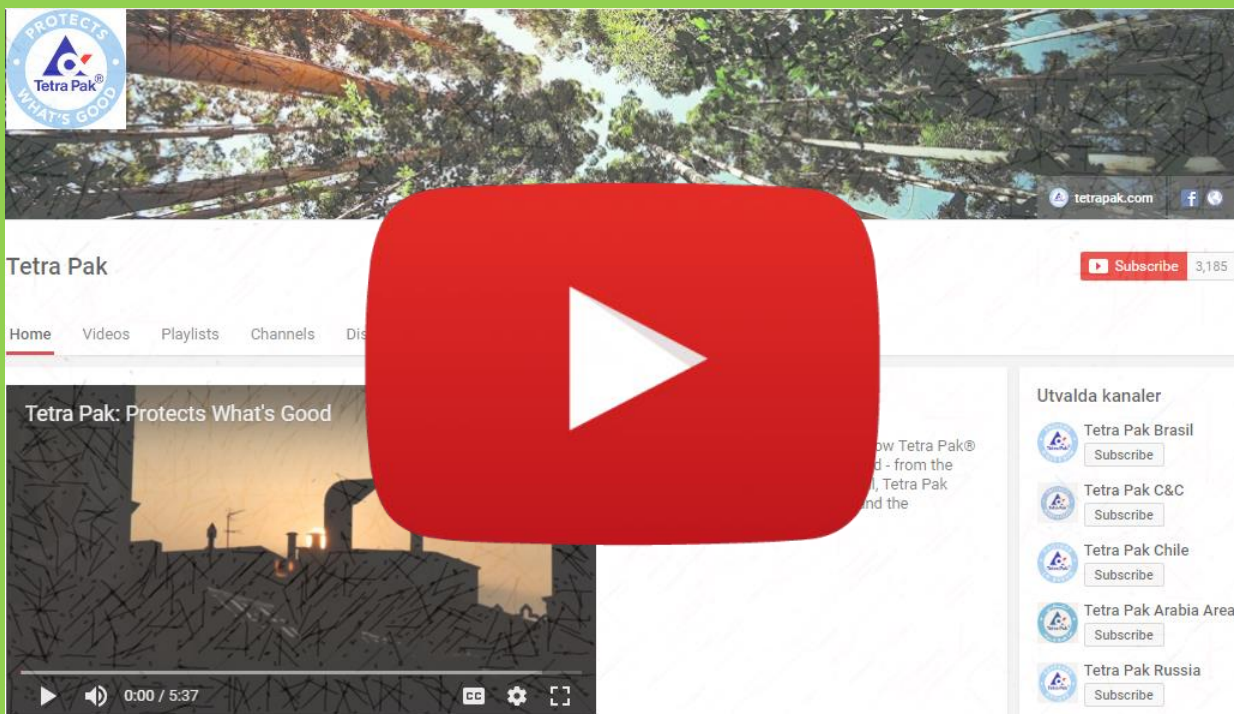




236K Fans



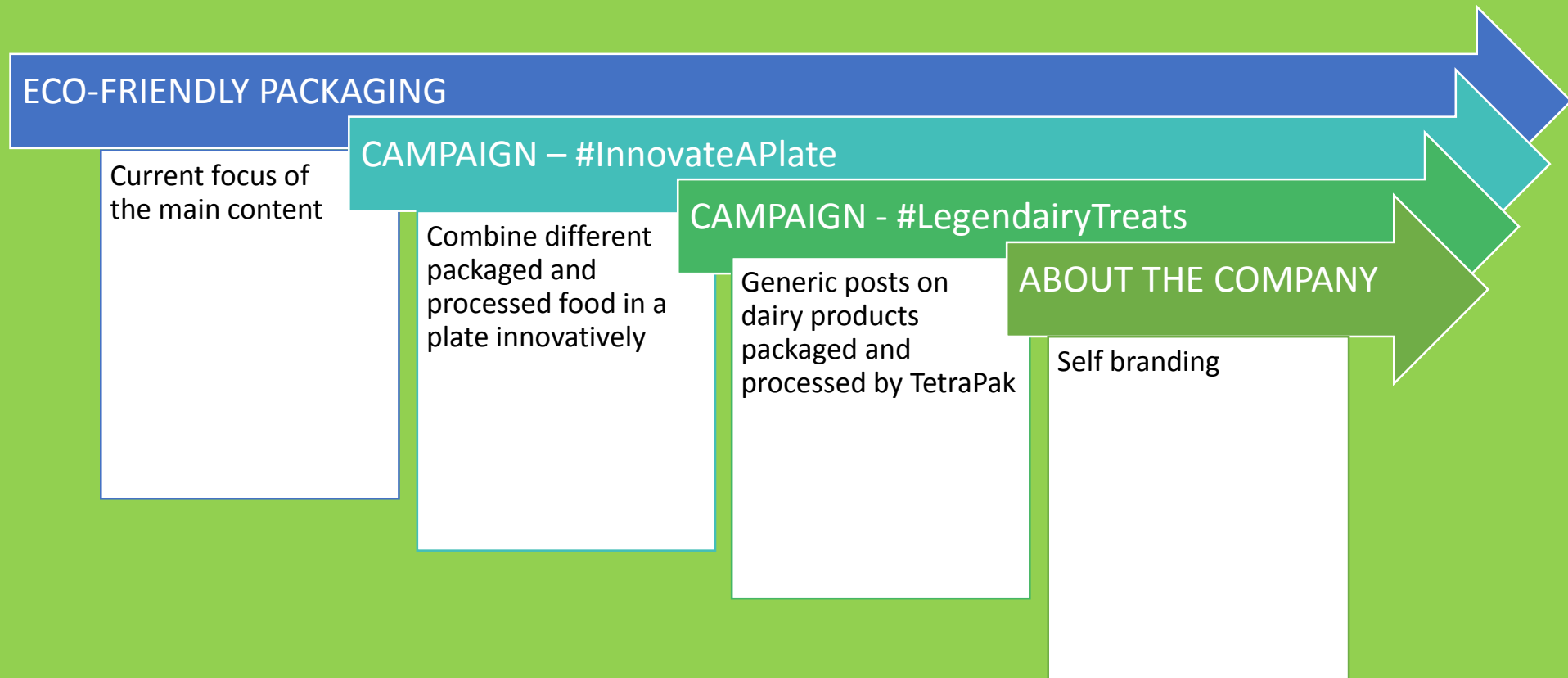
8.6K Followers



3.1K Subscribers



368 Followers



## THEMES



Product / Innovation



Self Branding

## RECENT CAMPAIGNS



#InnovateAPlate



#RecycleNow



WHO IS *ECOLEAN*?



Food processing specialist

Cater to wider food range

Pioneers

Working for human welfare

Focus on Middle East and Africa

Recyclable



Convenient to use

Eco-friendly

Cheaper

Durable

Lightweight

Microwaveable



## EMOTIONAL BENEFIT

### **Saves energy**

Lighter package saves energy

### **Creating a lighter world**

saving fuel during distribution and less waste produced means less visits from recycling companies

### **Cost-effective**

due to less wastage and resources used, its cost is cheaper

### **Eco-Friendly**

the packaging is made keeping the environmental factors in mind



## FUNCTIONAL BENEFIT

### **Uses less raw materials to begin with**

An Ecolean package weighs 50-60% less than a conventional liquid food carton or bottle

### **Weighs less than most standard liquid containers**

Reducing the amount of packaging material used, transported and disposed

### **Reduces raw material**

Using less material save on resources, lighter package

### **Flexible Packaging**

the air-filled handle makes it easy to get a grip on and pour while the packaging allows to get the content out of the package



24 and above  
Male/Female  
SEC – A, B and B+

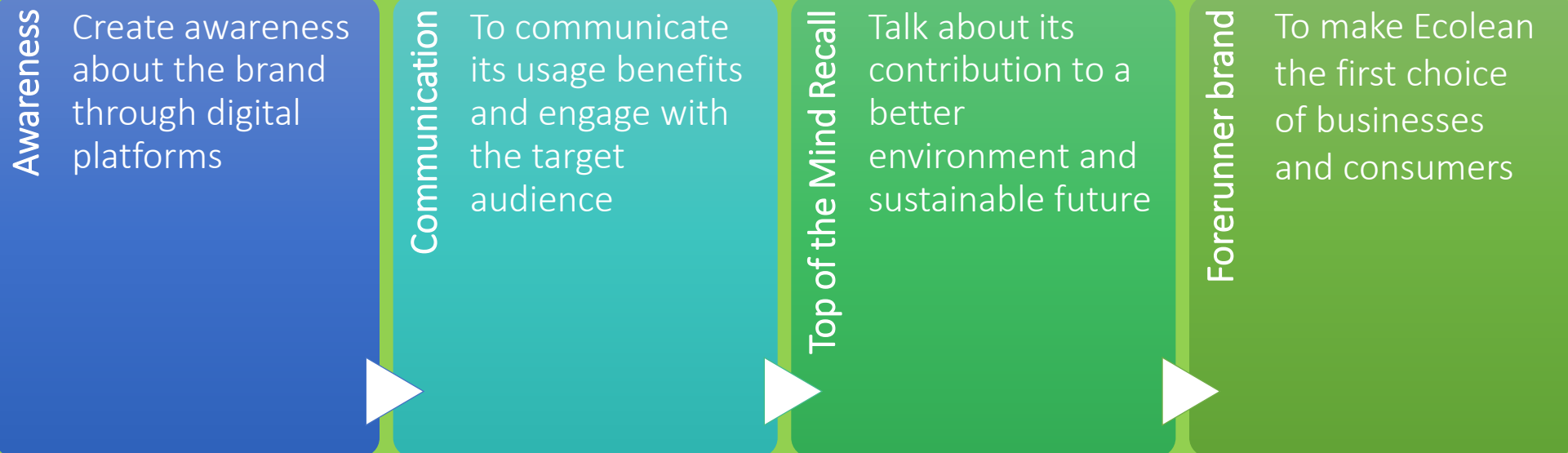
**CORE TG:**

Household consumers  
Corporate personalities, Businesses






BRAND *REQUIREMENT*





REALITY *CHECK*



**54,888 tons** of solid  
waste is generated in  
Pakistan every day

Source: *National study on privatization of solid  
waste management in eight cities of Pakistan,*  
EPMC, 1996



**Table 3. Solid waste Generation on the basis of population for 2004**

City	Population (Million) 1998 Census	Population (Million) 2004	Solid Waste Generation Rate Kg/C/day	Waste Generated Tons/day	Tons/year
<b>Urban Areas</b>					
Karachi	9.269	10.818	0.613	6,632	2,420,680
Faisalabad	1.977	2.307	0.391	902	329,230
Hyderabad	1.151	1.343	0.563	756	275,940
Gujranwala	1.124	1.312	0.469	615	224,475
Peshawar	0.988	1.153	0.489	564	205,860
Quetta	0.560	0.654	0.378	247	90,155
Bannu	0.046	0.054	0.439	24	8,760
Sibi	0.082	0.095	0.283	27	9,855
Remaining urban areas	27.261	31.818	0.453	14,414	5,261,110
<b>Rural Areas</b>	88.121	102.853	0.283	29,108	10,624,420
Sub-Total	130.579	<b>152.409</b>		53,289	19,450,485
Add 3 % for hazardous waste				1,599	583,635
<b>G Total</b>				<b>54,888</b>	<b>20,034,120</b>

Source: National study on privatization of solid waste management in eight cities of Pakistan, EPMC, 1996



# PHYSICAL COMPOSITION OF WASTE (% WEIGHT)

Cities	Faisalabad	Karachi	Hyderabad	Peshawar	Quetta
Plastic & Rubber	4.80	6.40	3.60	3.70	8.20
Metals	0.20	0.75	0.75	0.30	0.20
Paper	2.10	4.10	2.40	2.10	2.20
Card board	1.60	2.40	1.50	1.90	1.30
Rags	5.20	8.40	4.70	4.30	5.10
Glass	1.30	1.50	1.60	1.30	1.50
Bones	2.90	3.00	2.00	1.70	2.00
Food Waste	17.20	21.00	20.00	13.80	14.30
Animal Waste	0.80	3.00	5.80	7.50	1.70
Leaves, grass etc.	15.60	14.00	13.50	13.60	10.20
Wood	0.70	2.25	2.25	0.60	1.50
Fines	43.00	29.70	38.90	42.00	44.00
Stones	4.60	3.50	3.00	7.30	7.80

Source: National study on privatization of solid waste management in eight cities of Pakistan, EPMC, 1996



## SOLID WASTE MANAGEMENT

Domestic waste in Pakistan has not been carried out in a sufficient and proper manner in collection, transportation and disposal

Only 51-69% of the total waste generated is collected by municipalities

The uncollected waste, i.e. 31% to 49% remains on street, open spaces and vacant plots, polluting the environment on continuous basis

The waste generated per household is 5.5 kg, whereas waste generated per capita per day is 0.66 kg. *The total waste generated in Hayatabad is 67,000 kg per day.*



THE *BIG IDEA*



*Think Eco, Adapt Clean* Because Your Health Matters



## PRIMARY PLATFORMS



Mass TG Engagement

KOLs and Outreach

## SUPPORTING PLATFORMS



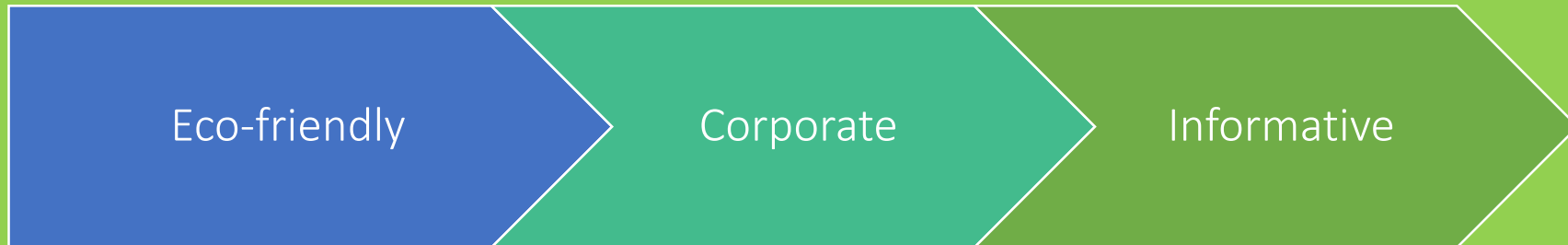
Digital Storytelling



## CONTENT THEME



## TONE OF VOICE





## PRE-HYPE

- Creating hype around going-green factor
- Communicating environmental facts and figures



## LAUNCH

- Unique Selling Points of Ecolean packaging
- Informative posts about the brand



## POST-LAUNCH

- Animated videos based on information about the packaging and its use
- An interactive campaign involving the target audience



CREATIVE *EXECUTION*



The innovation factor in *Ecolean* packaging, how it's beneficial to the environment and you



The innovation factor in *Ecolean* packaging, how it's beneficial to the environment and you



Facts & figures – work towards an eco-friendly environment



**convex**  
i n t e r a c t i v e