



Packaging Case Study

Purpose: Develop a new look and feel for an outdated package.

Challenge: Need to modernize a traditional consumer goods package with a more updated design.

Action: Research and arrange an intriguing trek to see and touch attractive and distinctive products that capture your attention.

Trend Excursion: Custom-designed excursion to a hip computer store, a Japanese 99¢ store, a British design and home furnishing store, an edgy beauty shop and the Museum of Modern Art.

Potential Outcome: A revamped and updated package made of a new plastic with unique tactile properties discovered on the trek.

Purpose: Develop a new fragrance and/or flavor.

Challenge: Looking for new scent and flavor combinations to translate into high-end home fragrance products.

Action: Design and develop an inspirational trek to smell and taste eclectic and sophisticated products that stimulate your senses.



Fragrance & Flavor Case Study

Trend Excursion: Custom-designed excursion to a candy boutique, a three-course prix fixe dessert tasting, an upscale department store and a chic bar for a warm libation.

Potential Outcome: Line of unique home fragrance products using combinations of scents and flavors discovered on trek such as Dark Chocolate & Bitter Orange and Earl Grey & Meyer Lemon.

Purpose: Understand a specific market segment.

Challenge: Capitalize on the growing metrosexual market.

Action: Plan and coordinate an enlightening trek to experience a day in the life of a metrosexual man.

Trend Excursion: Custom-designed excursion to an exclusive men's spa, a unique barbershop, a men's trendy clothing store, a cigar shop and a stylish martini lounge.

Potential Outcome: Consumer insight into the men's market which leads to qualitative research focused on metrosexuals.

Market Segment Case Study

