



BURT'S BEES[®]

TRUE TO NATURE[®]

OVERVIEW

OUR PURPOSE

Most companies look out for the bottom line. We do, too. In fact, we have a triple bottom line: people, profit, planet. You can't have one without the other two. So when we look after our own, we mean everybody: our employees, our customers, our families, ourselves. And yes, our environment, too. Our ingredients—right down to the packaging—are simple, natural, and responsible. We practice what we preach—and we hope to set the example for others to follow.

It's called The Greater Good. And it's how we're going to help change the world.

THE PRODUCT

Burt's Bees products are made from all natural ingredients and their containers from recycled materials. The product being packaged for this project is a Burt's Bees Personalized Care Kit.

INSPIRATION

I was inspired by the simplicity of the design and the company mission. They are all about being all natural and trying to better the world one product at a time. I thought, what better way to tell someone you love them than to get them a personalized gift box full of natural and 'good for you' products.

PROJECT GOAL

The goal of the project is to create fun packaging for a gift box. not only are the products being personalized to the gift receiver, the box design is being personalized to them as well.

TARGET AUDIENCE

Burt's Bees target market is women who want to live a healthier lifestyle and are passionate about the environment and nature. They go out of their way to look for sustainable and organic products to use.

DELIVERABLES

- Package Design
- Microsite
- Store Mockup

INSPIRATION



TYPE & COLOR STUDIES

Personalized Care Kit

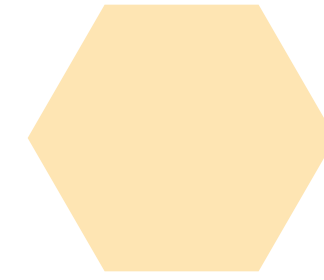
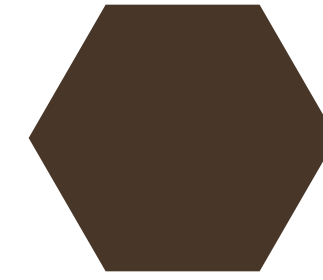
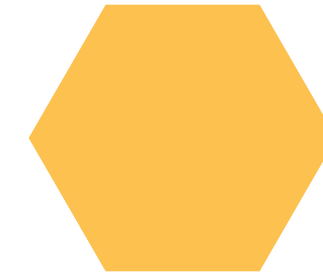
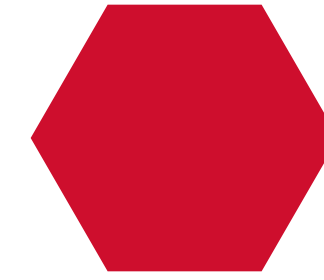
Scan Me

Lobster Two
Raleway

sweeter than honey

Personalized Care Kit

Chirtsmas Story
Poppins



Personalized Care Kit

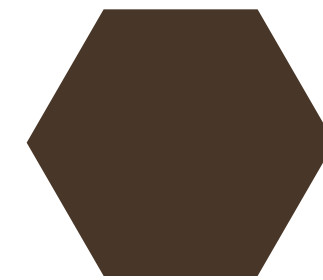
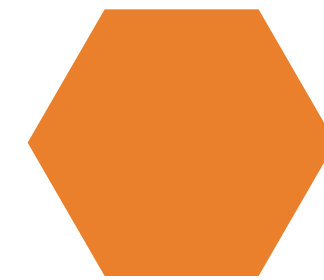
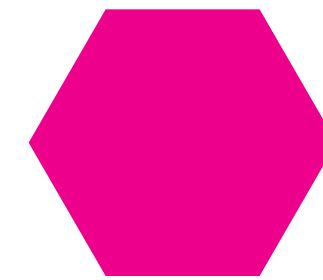
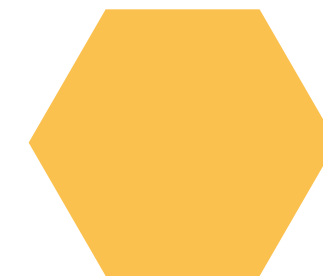
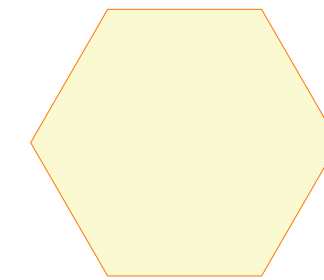
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Yeseva One Acumin
Variable Concept

sweeter than honey

Personalized Care Kit

Allura
Arkibal Display



Personalized Care Kit

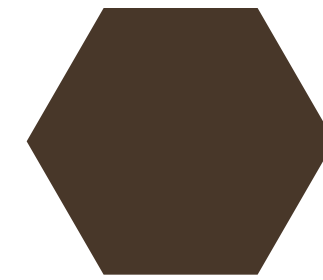
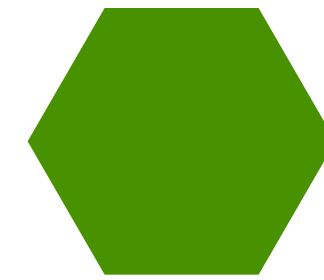
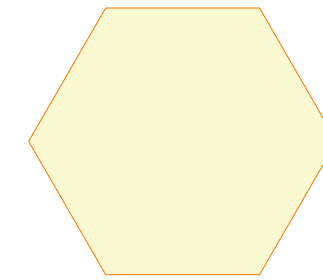
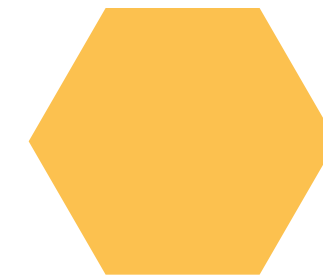
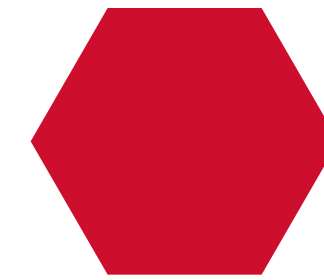
Scan Me

Delius
Roboto

sweeter than honey

Personalized Care Kit

Lovely Melody
Grantha Sangam MN



Personalized Care Kit

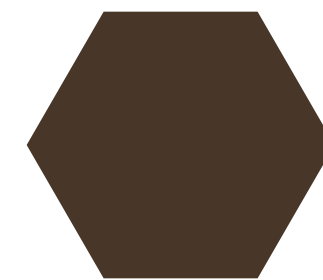
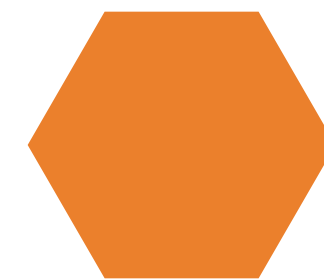
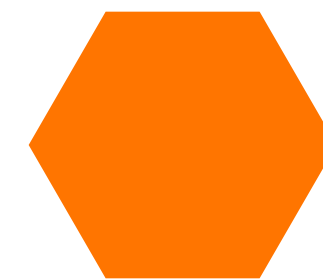
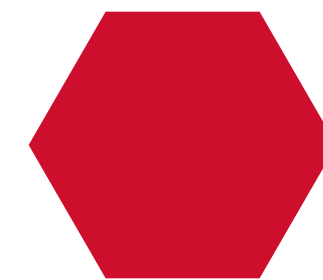
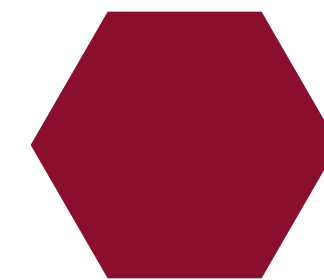
Scan Me

Adamina
Montserrat

sweeter than honey

Personalized Care Kit

Magic
SF Pro



VISION BOARD

CONCEPT

For this project, I want to create a fun and engaging experience with packaging. Normally, the process of receiving a new product or a gift is that the packaging it comes in is thrown out. I don't want that. Made out of recycled materials, these boxes can be used over again however the customer would like. The stable yet environmentally safe packages can be used as storage or as decoration. On the bottom is a QR code for the consumer to scan and be brought to a microsite thanking them for being a valued customer. They have the ability to send a thank you note to the person who sent them the gift and an opportunity to be directed to the Burt's Bees official website.

WORD LIST

Environmental	Inspiring
Friendly	Bees
Fun	Natural
Engaging	Eco-friendly
Interactive	

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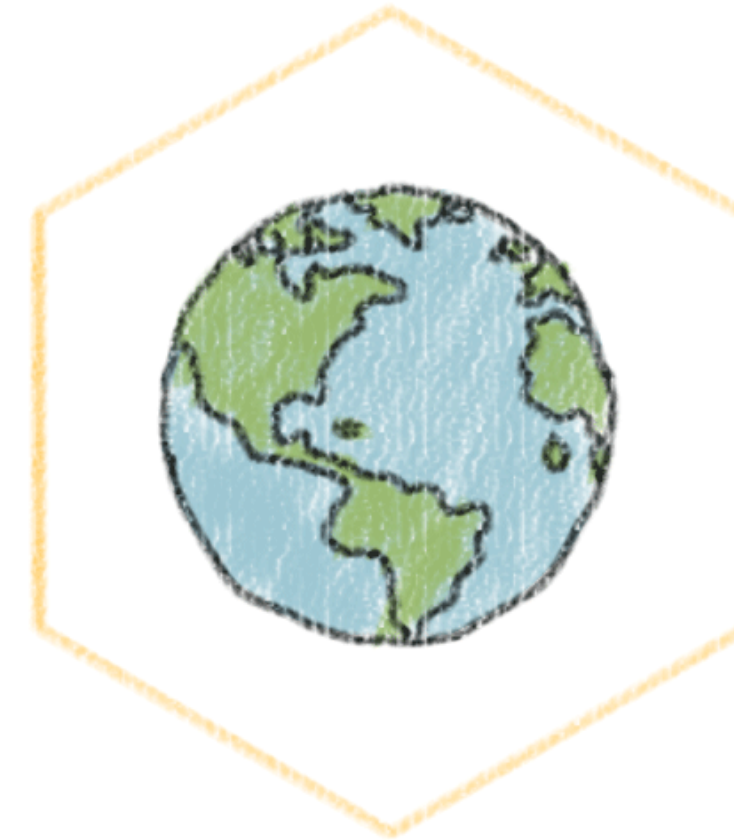
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Personalized Care Kit

Scan Me

Lobster Two
Raleway

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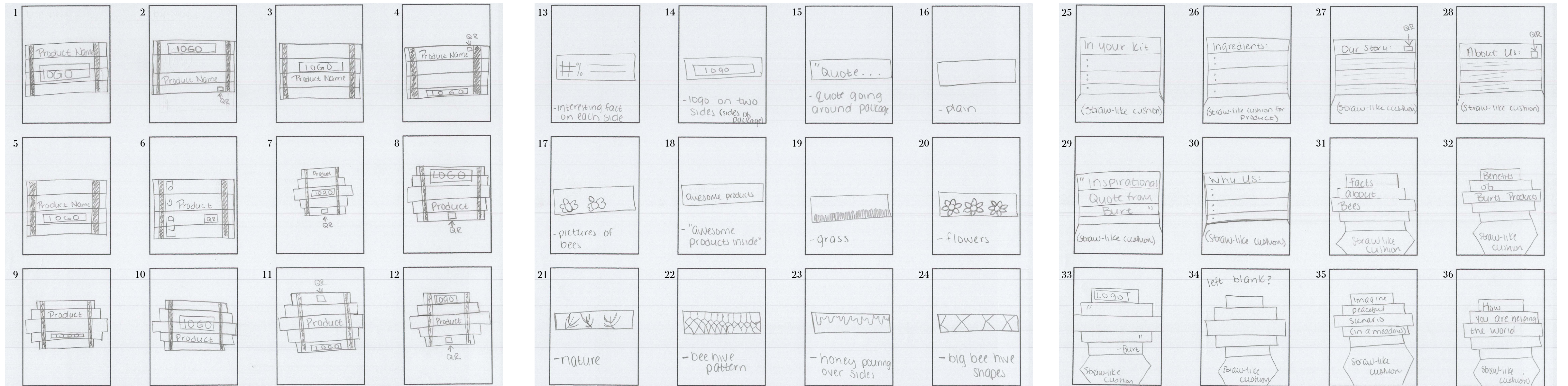
Personalized Care Kit

Chirtsmas Story
Poppins

SKETCHES: PACKAGE 1

PACKAGE 1

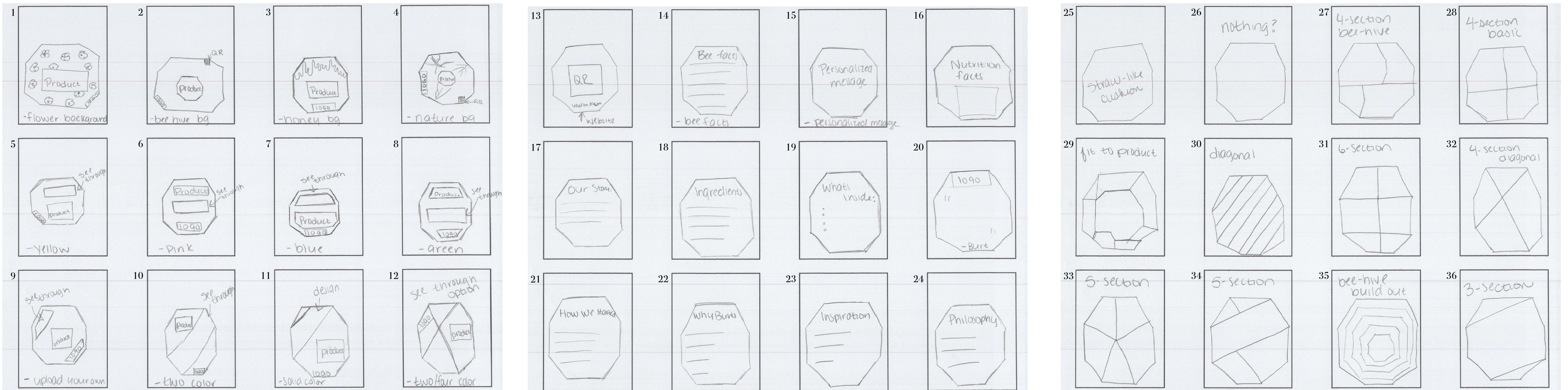
This package is a wooden crate. The bottom is the usual hexagon shape but the top is more made to look like a hexagon made out of several wooden planks.



SKETCHES: PACKAGE 2

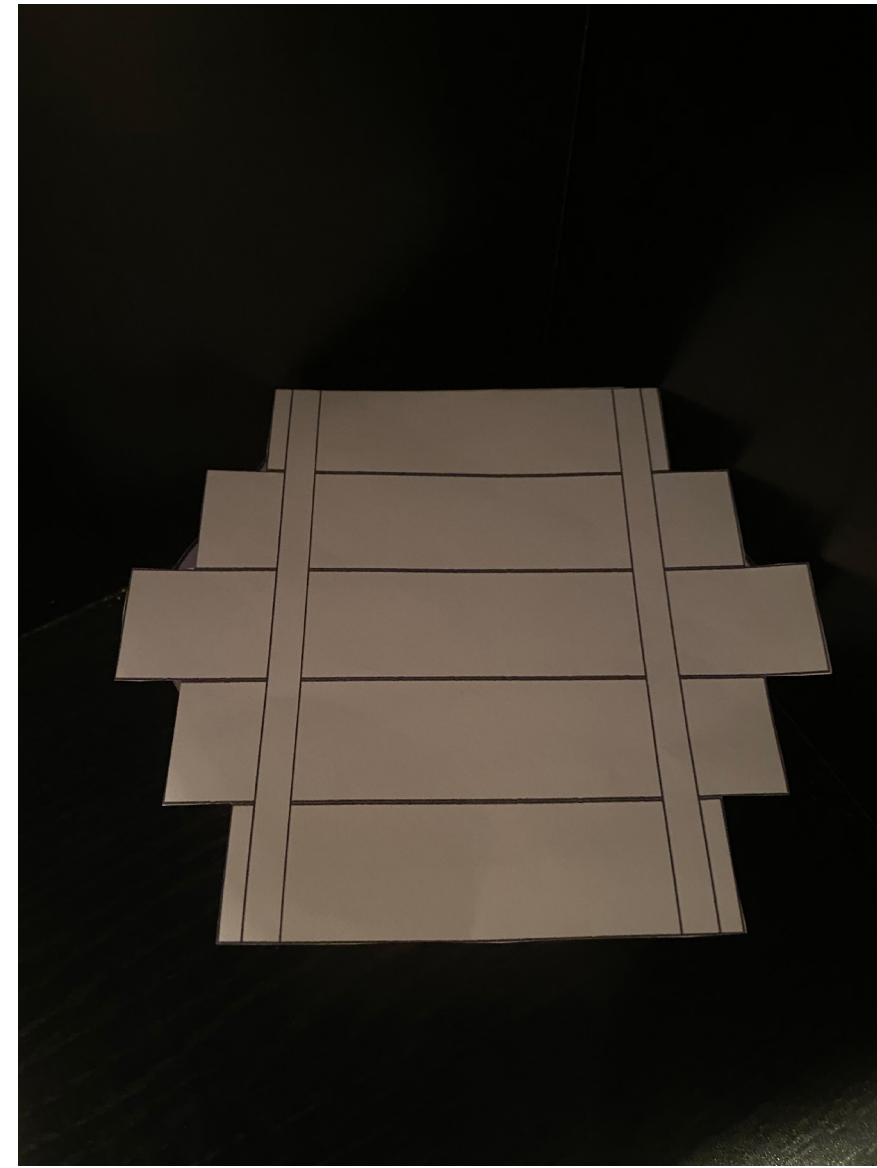
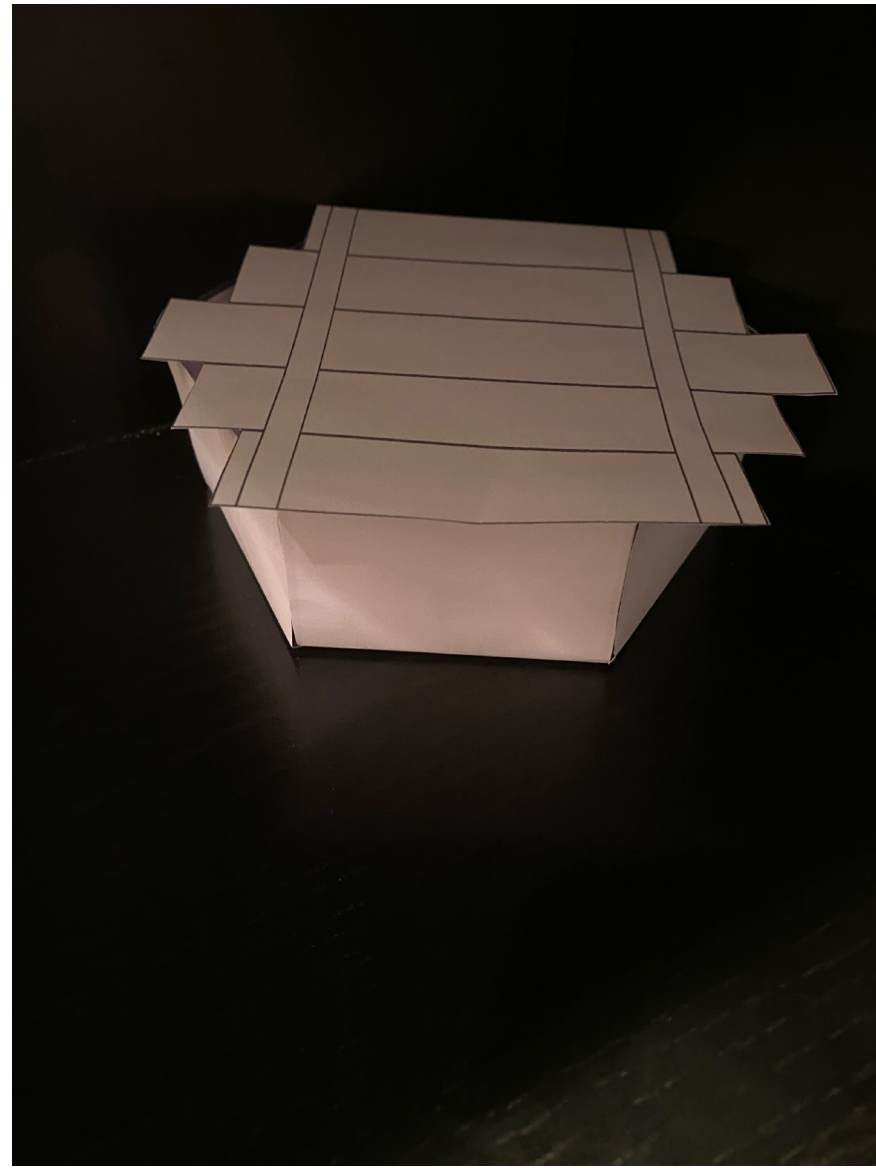
PACKAGE 2

This package is a cardboard material. The entire box is the hexagon shape but there is a cut out on the top to be able to catch a glimpse of the products inside.



PHYSICAL EXPLORATION

PACKAGE 1



PACKAGE 2





TOP



INSIDE TOP



BOTTOM

PACKAGE 1 QUOTE



No one can do everything, but everyone can do something.

- Roxanne Quimby

“No one can do everything, but everyone can do something.”
- Roxanne Quimby

This quote by co-founder, Roxanne Quimby, would be carved into the wood to represent the importance of the message.



TOP



INSIDE TOP



BOTTOM

PACKAGE 1 FINAL LOOK



PACKAGE 1 MICROSITE



PACKAGE 2 FINAL LOOK



PACKAGE 2 MICROSITE



The screenshot shows a laptop displaying the Burt's Bees website. The browser address bar shows the URL burtsbees.com/product/personalized-care-kit. The website header features a yellow banner with the text "GIVE \$10, GET \$10" on the left, the Burt's Bees logo "BURT'S BEES TRUE TO NATURE" in the center, and navigation links for "Bag", "Sign In", and "Stores" on the right. Below the header is a navigation menu with categories: Popular Now, Skin Care, Makeup, Lip Care, CBD, Body & Hair Care, Baby & Mama, Gifts, Other, #VitaminN, and About Us.

The main content area displays the product "Personalized Care Kit" with a breadcrumb trail "Home / Gifts / All Gift Sets". The product description reads: "Choose from a variety of designs and any product featured on our website!". Under "Choose Your Design:", the selected option is "Honey". Two design options are shown: a wooden box labeled "Personalized Care Kit" and a white box with the Burt's Bees logo. The price is "\$24.99" and there is a yellow "ADD TO CART" button. Below the price are two buttons: "ENTER ZIP CODE" and "FIND IN STORE".

On the left side of the product image, there are four small thumbnail images showing different box designs. The main product image shows a white box with the lid open, revealing the interior compartments. The lid has the word "sweater" written in a cursive font, with "HONEY" written below it. The box has yellow honey drips on the front.

At the bottom of the product image, there is a social media prompt: "Mention @burtsbees and share your Burt's with us!" with a "view more" link and an "add a photo" button. In the bottom left corner of the laptop screen, there is a yellow "GET \$5 OFF" button with a close icon and a "TrustedSite" logo.

The laptop is a MacBook Pro, as indicated by the text "MacBook Pro" at the bottom center of the device.