



Lindt Classics Packaging Exploration

THE POWER OF THE BOX

Packaging has enormous power over what we buy. What we wear, drive, give as gifts, the luxuries we indulge in, express “us.” We identify with a product because it reflects who we are and/or wish to be. We buy the brand promise and the packaging carries that promise.

LINDT AND LINDT CLASSICS

Lindt is the promise of tradition, passion and excellence.

Premium and elegant, Lindt Classics represent the very best of Lindt.

THE CHALLENGES:

- Improve Lindt position in the luxury chocolate market
 1. Compete and grab market share from rival Godiva
 2. Raise awareness levels among American consumers
 3. Create more focused and streamlined product line
- Change consumer perception about boxed chocolates
- Establish Lindt as “Master Chocolatiers” in U.S. market

THE DESIGN SOLUTION:

We have a unique opportunity to redefine the Lindt Classics Brand beginning with new premium packaging that is:

- **Upscale**
- **Unique**
- **Giftable**

THE DESIGN SOLUTION:

Lindt Classics Collection Packaging Concepts:

CONCEPT ONE: TRADITION

CONCEPT TWO: PASSION

CONCEPT THREE: EXCELLENCE

CONCEPT ONE: TRADITION

A History Of Great Taste.

For over 150 years Lindt & Sprüngli has produced premium quality chocolates. The trademark “LINDT” is the guarantee that the chocolate is manufactured with the greatest care from the highest quality ingredients and famous for its distinct smoothness, characteristic taste and innovative flair.

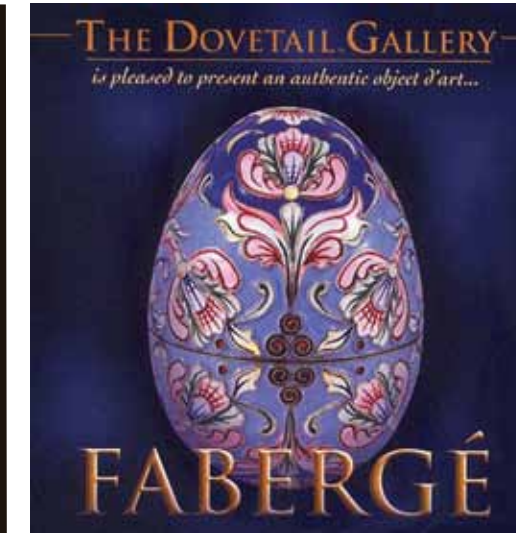
CONCEPT ONE: WHY TRADITION

“A History Of Great Taste”:

- According to recent studies, people who love and buy chocolate look for quality product and tradition. Lindt’s long history of producing quality chocolates is a leg up over Godiva and other competitors.
- Emphasis on Swiss heritage. Positive connotations of sophisticated European (watch and clock makers), natural and tied to the land (dairy farmers) and long history.

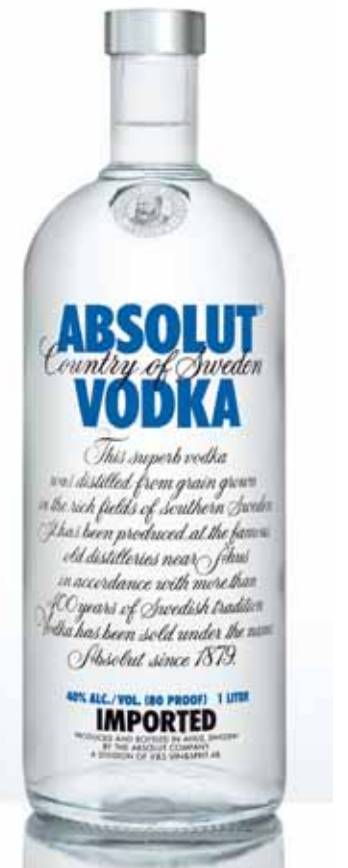
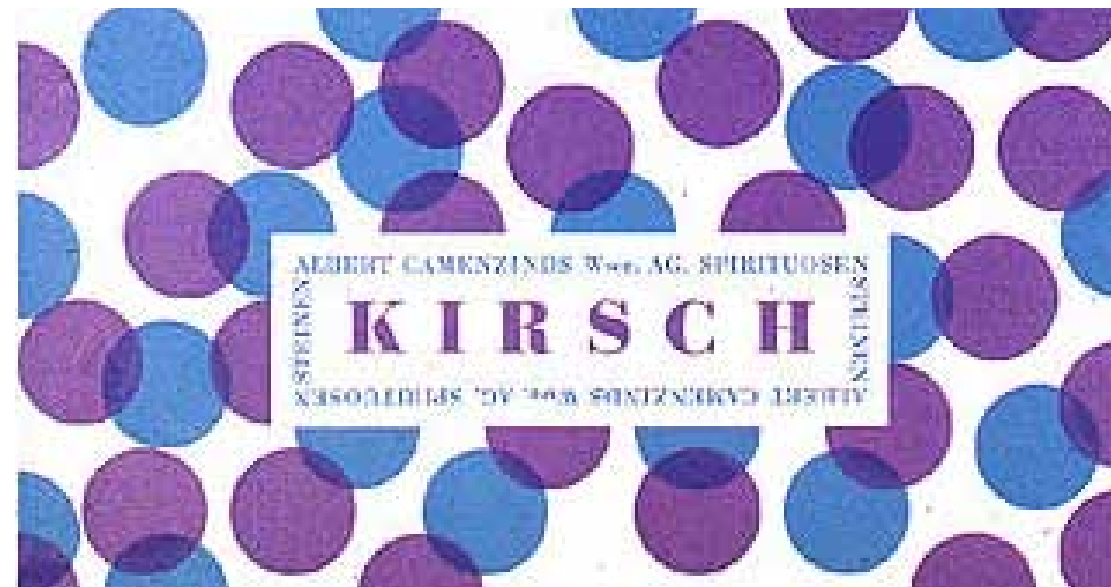
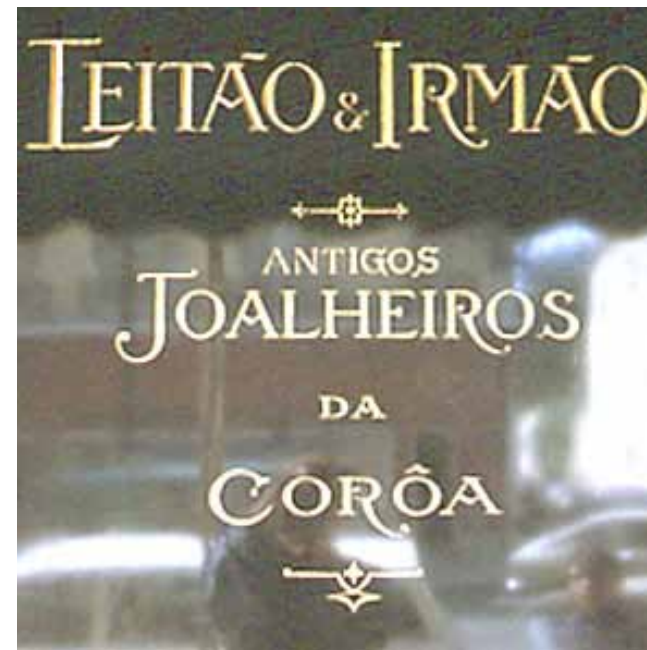
CONCEPT ONE: TRADITION

KEY TRADITION ATTRIBUTES: Heritage · Family · Legendary · Successful · Trustworthy · Global Appeal/Swiss



CONCEPT ONE: TRADITION

KEY TRADITION ELEMENTS: Color · Type Style · Pattern



Brand color



Primary colors



Secondary colors



CONCEPT ONE: TRADITION

TRADITION APPLICATIONS: Packaging Design Concepts



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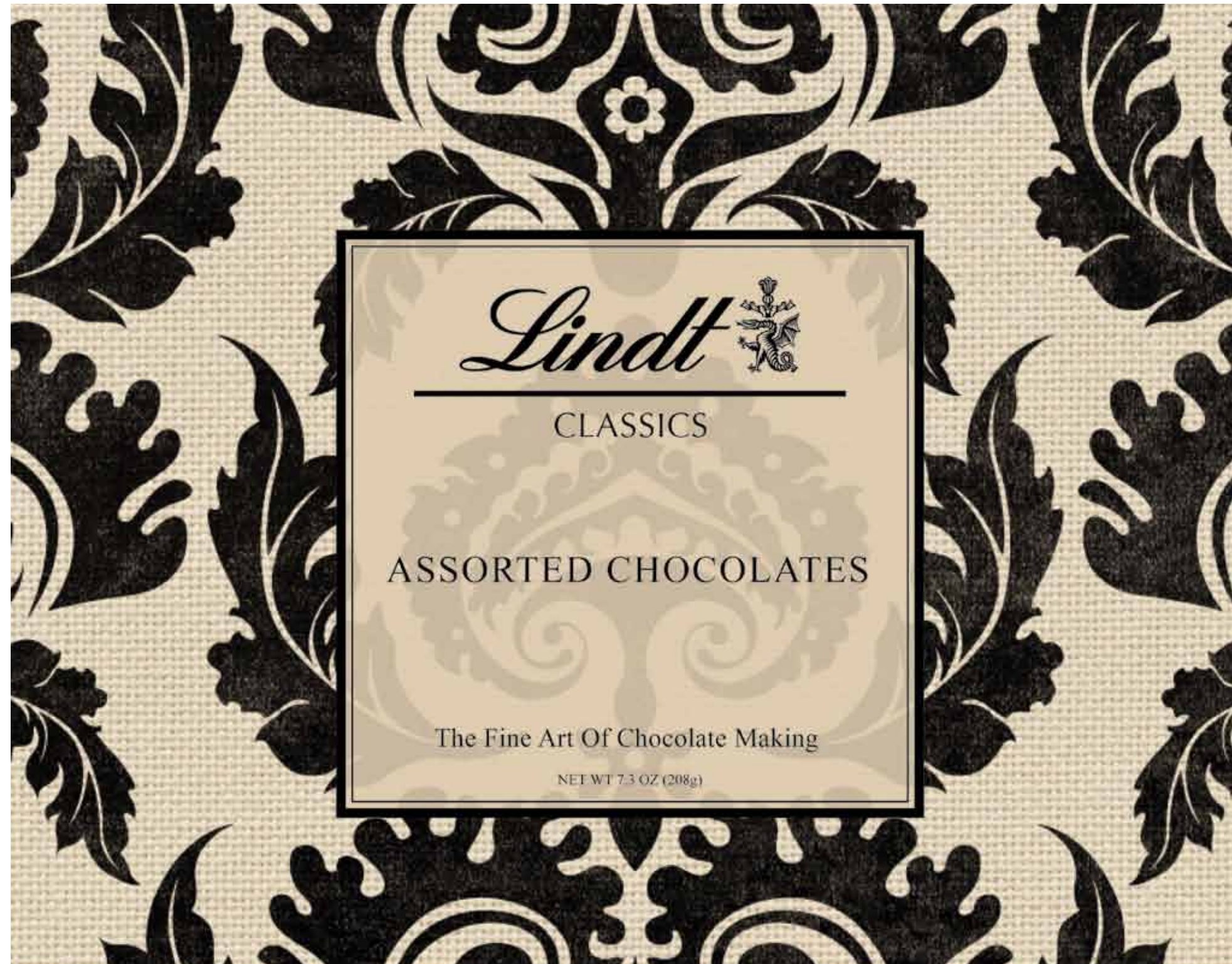
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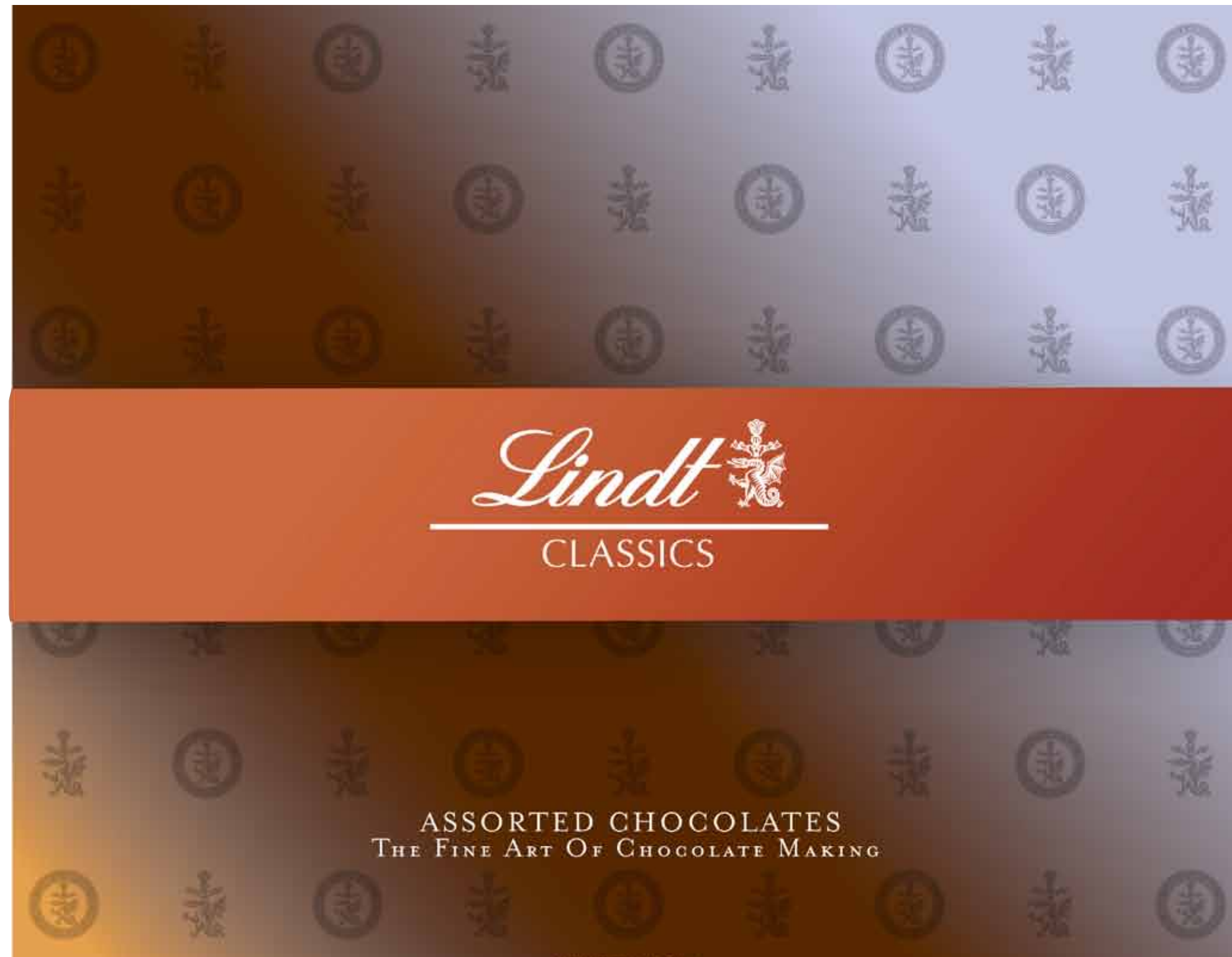
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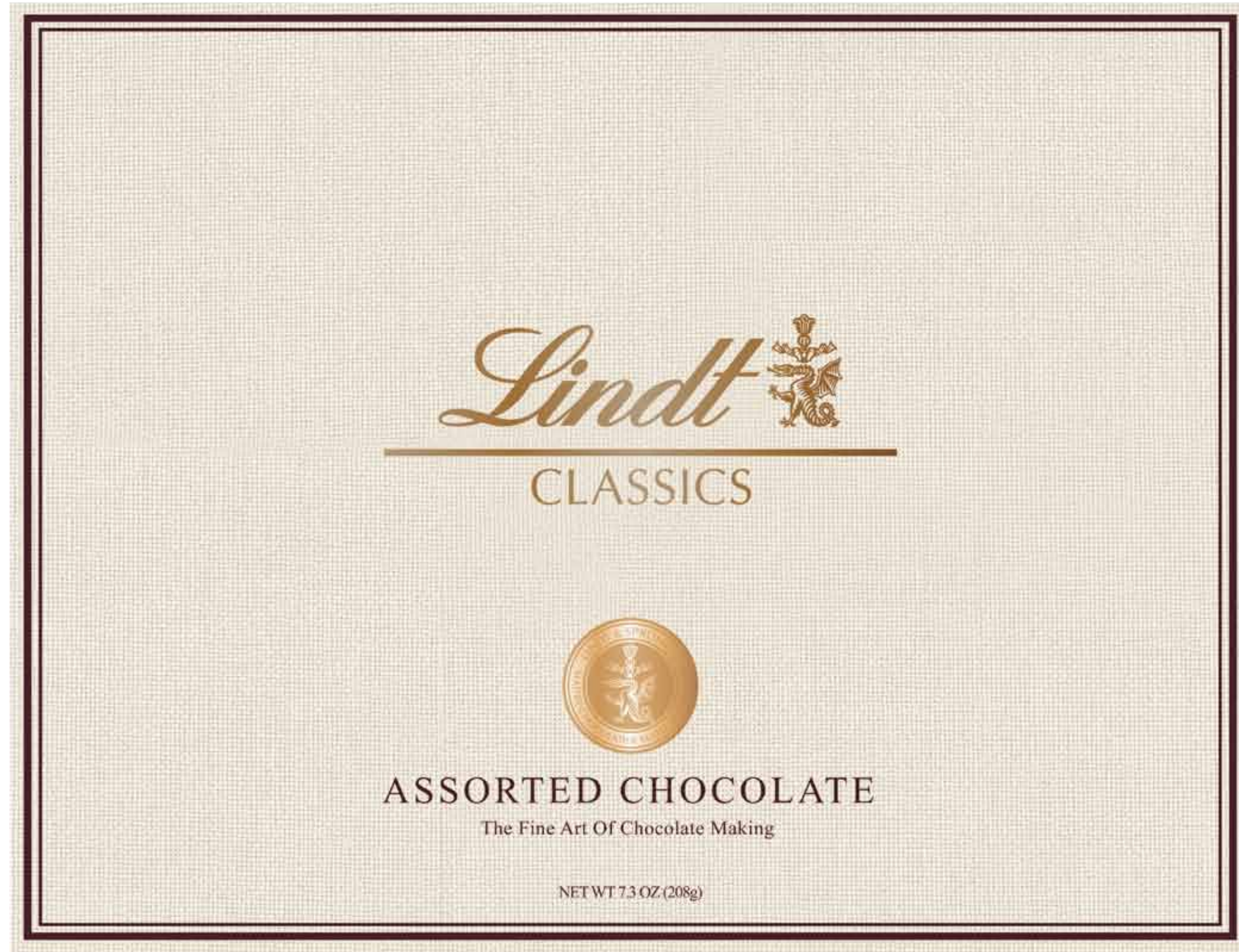
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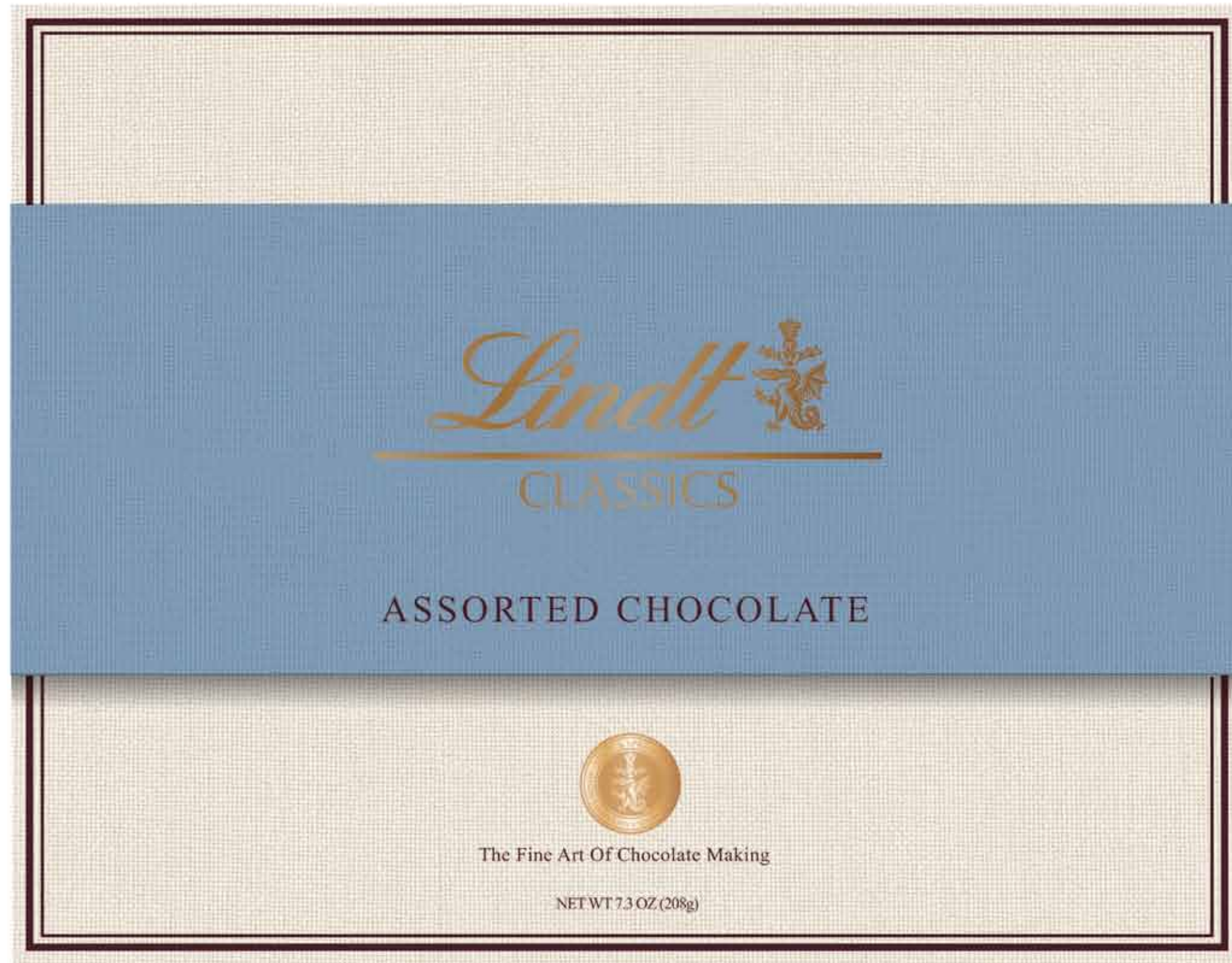
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CONCEPT TWO: PASSION

Live Life Passionately.

At Lindt, we're passionate about chocolate. The ultimate innovators, we constantly improve, upgrade and enhance our unique, traditional recipes and continuously test and innovate novel recipes and processes in our modern and highly efficient research laboratories.

Even our people are passionate. Employees at every level are creative, innovative; possess a high degree of know-how and a penchant for quality.

CONCEPT TWO: WHY PASSION

“Live Life Passionately”:

- Invitation to live life passionately and to its fullest. Reposition Lindt into a feeling brand. Capture the essence of enjoying chocolate – the aroma, the taste sensation, the sensual appeal.
- Positions Lindt as a daily passion and an affordable indulgence. In tough economic times, people look to.
- At Lindt, our passion is chocolate. The dedication to quality is evident in everything we do from the chocolate itself to the packaging, our stores and our employees.
- Don't you deserve Lindt?

CONCEPT TWO: PASSION

KEY PASSION ATTRIBUTES: Sensual · Elegant · Active/Involving · Personal · Memorable · Evocative



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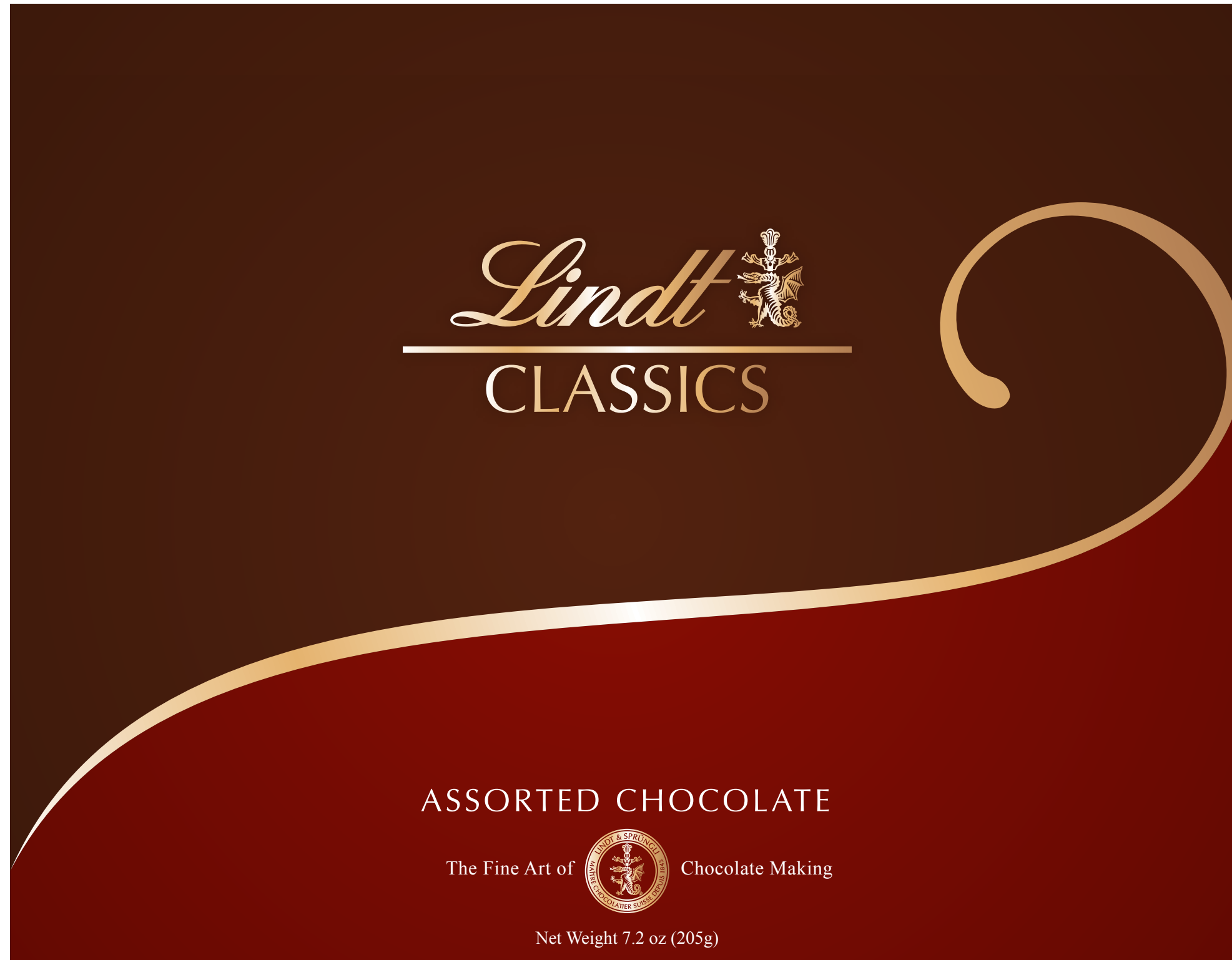
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CONCEPT THREE: EXCELLENCE

The Gold Standard.

Sophisticated, highly complex methods and machinery, which are among the most advanced in the industry, are applied in the manufacturing processes, resulting in such exceptional pieces of confectionery.

Lindt was the first company in the food industry in Switzerland to receive the highly esteemed Quality Assurance Certificate according to the ISO 9001 standard. LINDT is proud to say that by the end of 1997 the production facilities in Switzerland, France, Germany, Italy and Austria had all reached that certification level too and have kept it since.

CONCEPT THREE: WHY EXCELLENCE

The Gold Standard:

- Lindt is high-quality, premium chocolate.
- Focus is on delivering fresh, delicious chocolates to people who appreciate the best.
- Satisfying the most refined palates without tampering with tradition

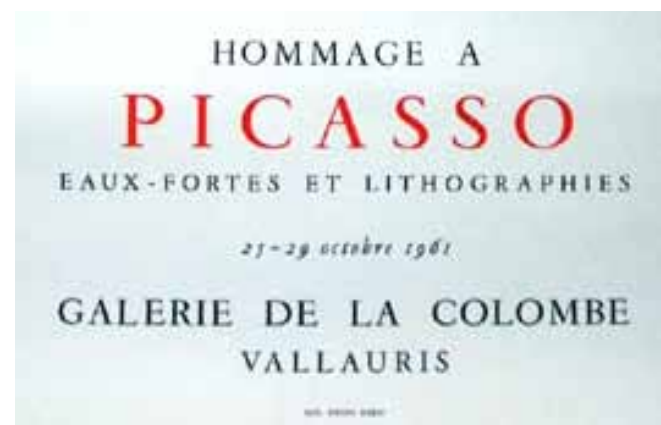
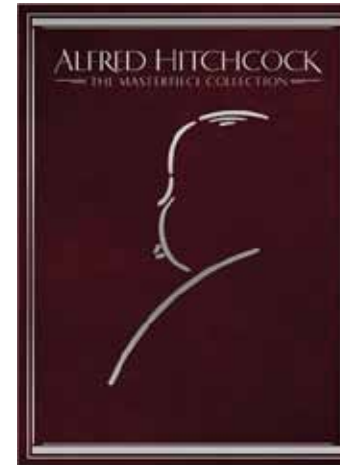
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Lindt 

CLASSICS

THE FINE ART OF CHOCOLATE MAKING

Net Weight 7.2 oz (205g)

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KEY EXCELLENCE ATTRIBUTES: Premium · Quality · Refined · Luxury · Iconic · Coveted

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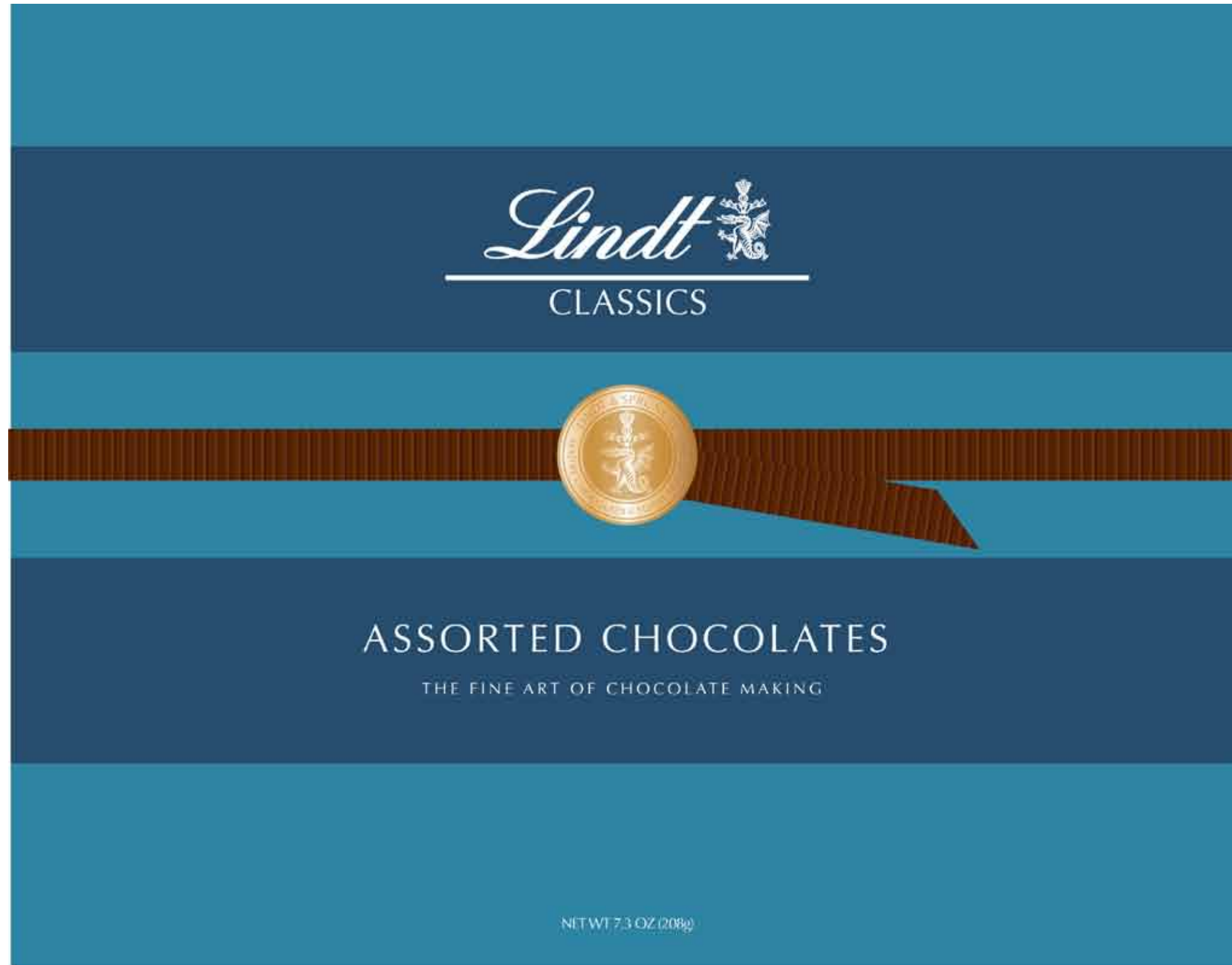
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