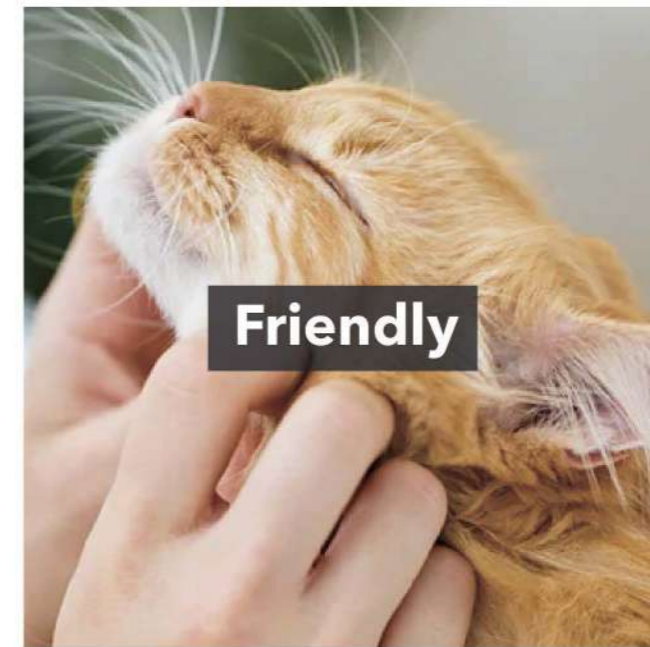


MeowBox is an interactive cat box that provides natural tasty cans, treats and fun toys for our meow friends!

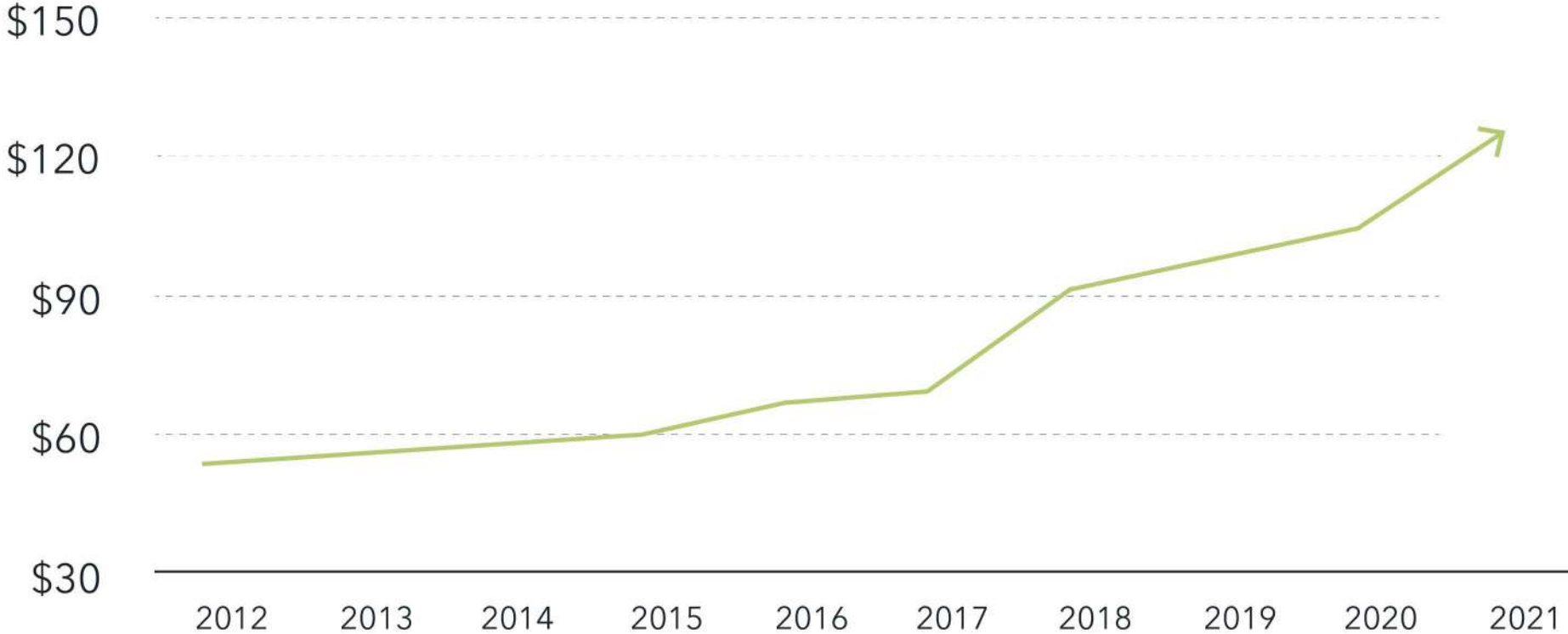


Creative Guide



Market Research

Total U.S. Pet Industry Expenditures



Source: American Pet Products Association's National Pet Owners Surveys.

Problem Research

Pet food and treat packaging create **300 million** pounds of plastic waste each year in the U.S.

Each year, the cardboard used in shipping in the US equates to more than **1 billion** trees.



Brand Analysis



S

STRENGTHS

- Renown for the cat subscription box.
- Bi-monthly subscription option.
- Store to buy specific toys.
- Homemade toy in each box.

W

WEAKNESS

- The only sales channel is online.
- Brand identity is not recognizable.
- No option for multiple-cat boxes.

O

OPPORTUNITIES

- Create brand own product line.
- Be more sustainable.
- Cooperate with offline stores. (PetSmart, PetCo)
- Have more fun with the packaging.

T

THREATS

- Main competitors are Chewy's Goody Box, KitNipBox, Pet Treater Cat Pack, RescueBox
- Large pet supplies store (Chewy, PetSmart, Petco)

Brand Analysis

The three-dimensional logo is not consistent with the brand style.

The logo is too long.



meowbox

The color is too similar.

Boring logotype, not have fun.

Brand Analysis



S

STRENGTHS

- Renown for pet products.
- The variety of products is diverse.
- Products are clearly categorized by brand.
- Has many chain stores.

W

WEAKNESS

- Business is restricted only to US and no global presence.
- It covers fewer high-end brands than its competitors.

O

OPPORTUNITIES

- Attract more younger users.
- Collaborate with an online pet shop.
- Offer a focused variety of quality products in treats and toys.
- Be more sustainable.

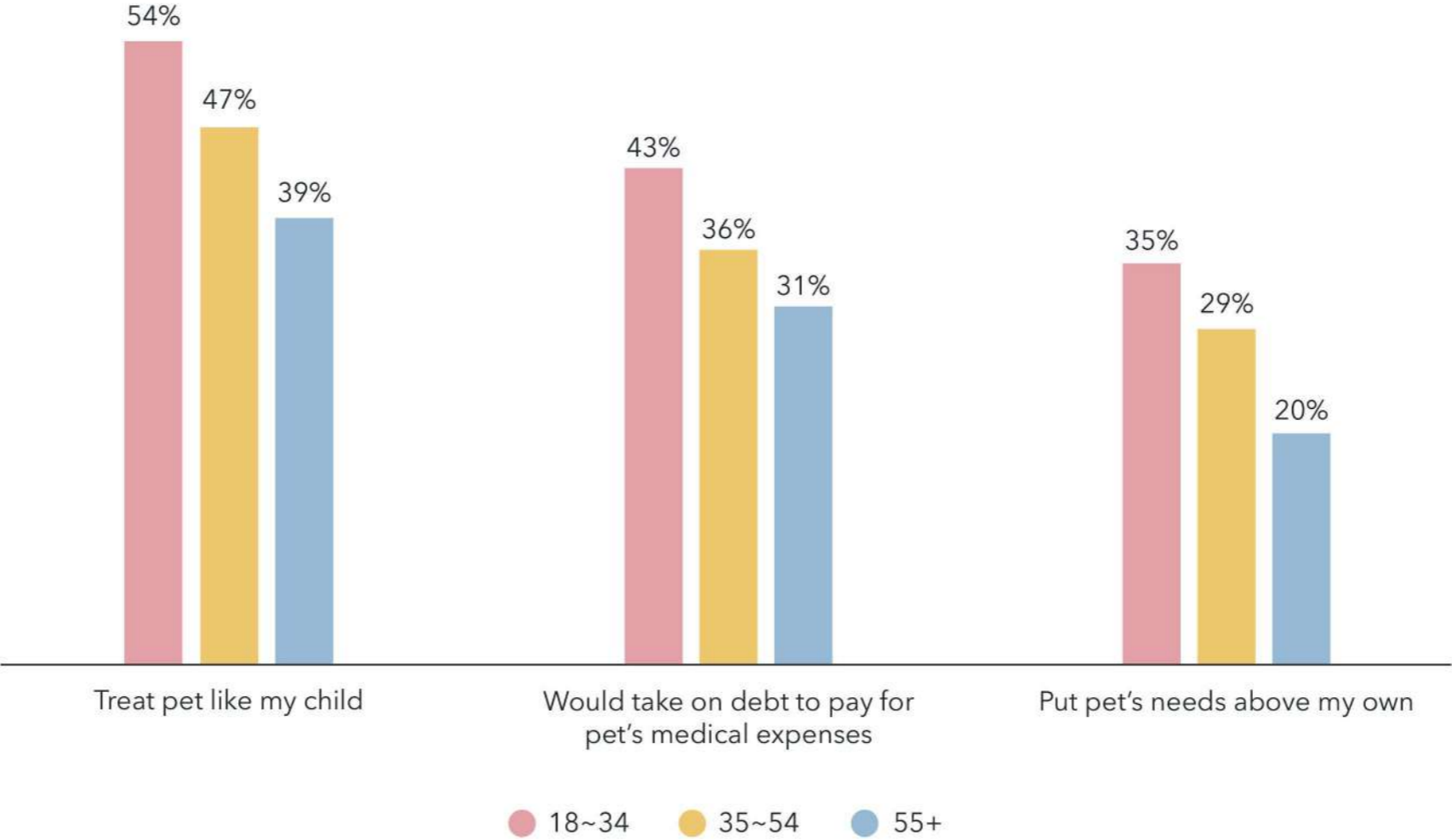
T

THREATS

- Most renowned competitors are PetCo & Chewy.
- Online cat subscription box shops.
- More vulnerable to negative press than its tiny competitors.

User Research

Adults aged 18~34 seem more willing to spend a relatively high portion of income on pets vs. older generations.



Source: AlphaWise, Morgan Stanley Research

User Research

73% of Gen Z and **68%** of millennials more willing to spend more on sustainable products. (FINN CADY)

35% of pet owners have chosen more eco-friendly pet products.



User Interview



Bella



Diudiu



Zaizai

Owner Age: 22

Status: 2 cats owner

Need: A fun cat box that contains toys and treats.

Accepted Price: \$30~50

Name List

1. CatBox
2. Vita
3. PlayBox
4. Rêve
5. CatFort
6. Meowbox
7. MeowFort
8. Petza
9. Yoyo Cat
10. Milo
11. Kittybox
12. Kiti
13. KatBox
14. Miu
15. Kittyland
16. Kiki
17. Kity
18. CatCastle
19. CatVila
20. KitiVila
21. KitiLand
22. Catland
23. KitiBox
24. Meo
25. MeoMeo
26. CatFriend
27. CatBuddy
28. KittyPaw
29. Catpal
30. JollyCat
31. Peekaboo
32. Littlebox
33. HidingBox
34. Peca
35. Pika
36. Jolly
37. Peek-a-Box!
38. peekabox
39. ShadowBox
40. Kitifort
41. PikaBox!
42. PikaBöx
43. PIKABÖX
44. LACat
45. CatCube
46. **MeowBox**
47. Kitty Buddy
48. CatPalace
49. CatTower
50. Picat

Color Palette



Fun Color

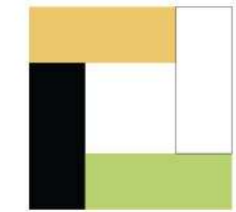
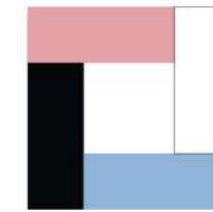
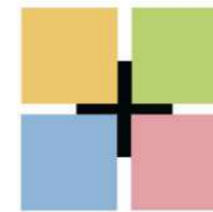
Popular Color



Color Palette



Treats



Salmon

Chicken

Can Food



Lamb

Mackerel

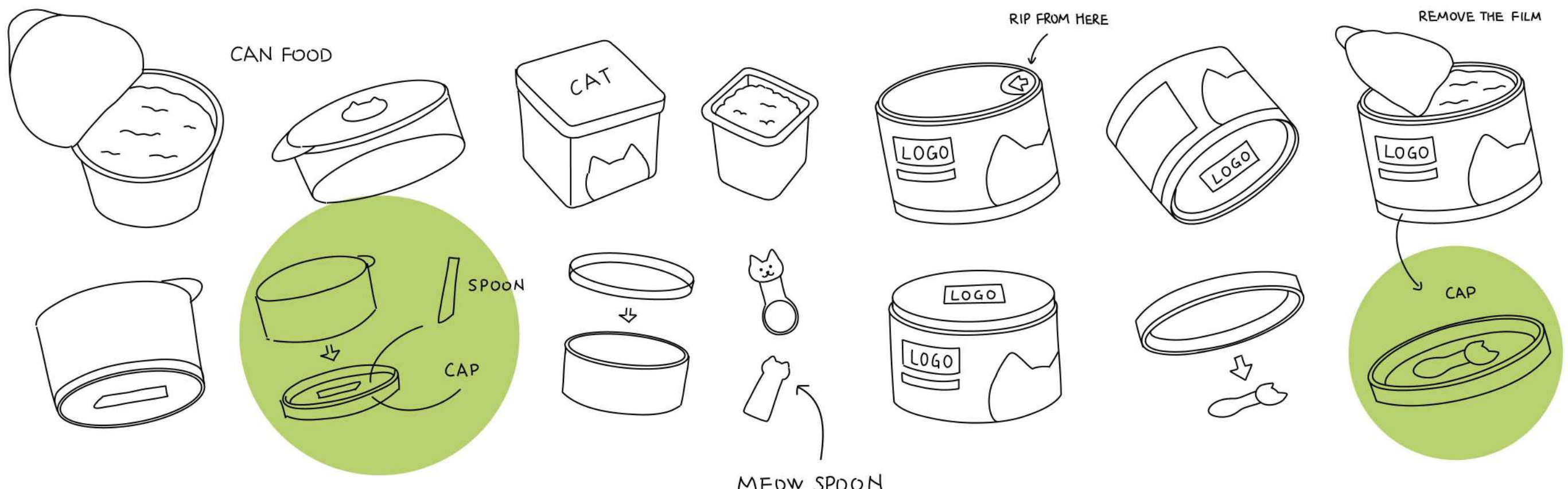
Beef

Toys

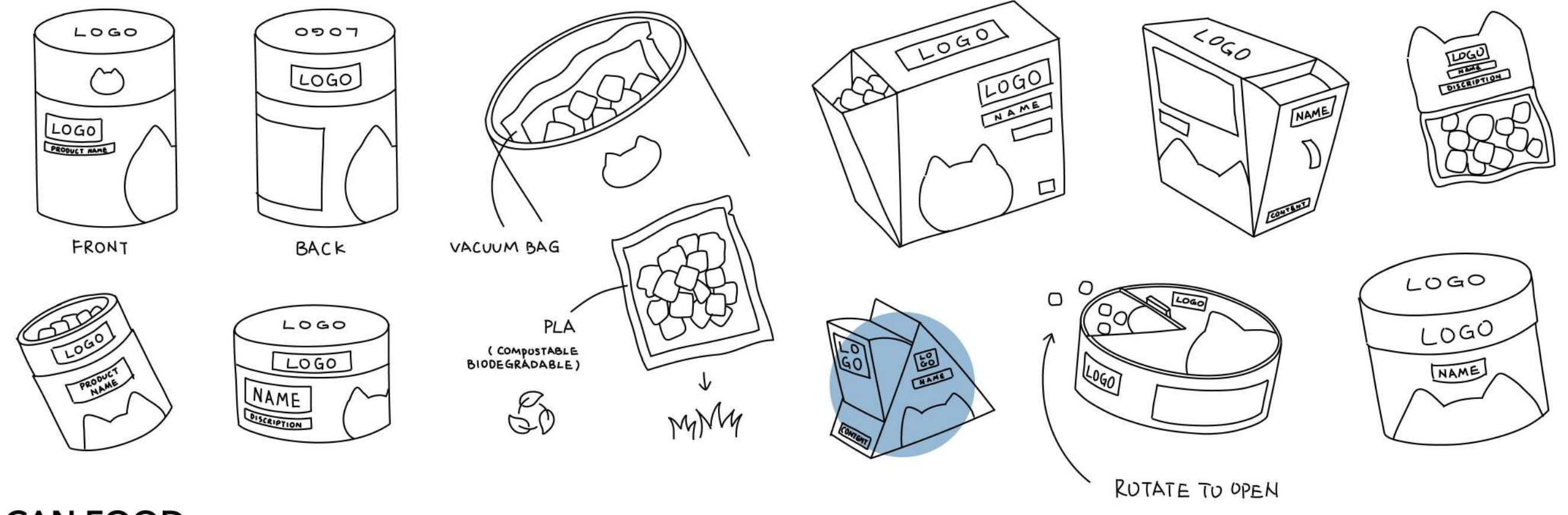


Ideation Sketches

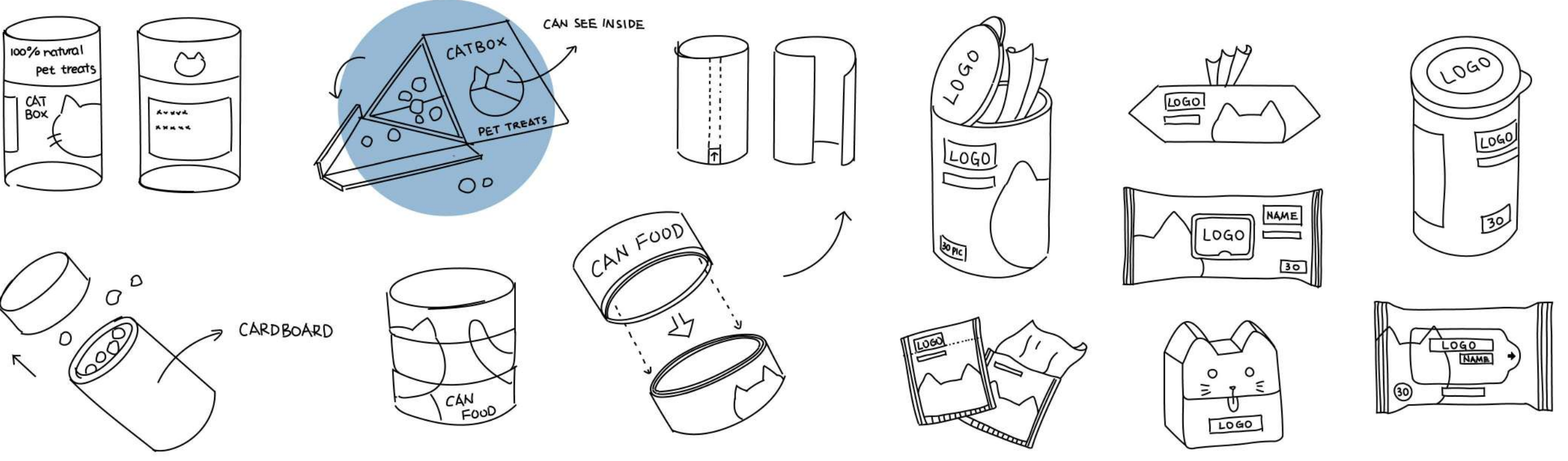
CAN FOOD



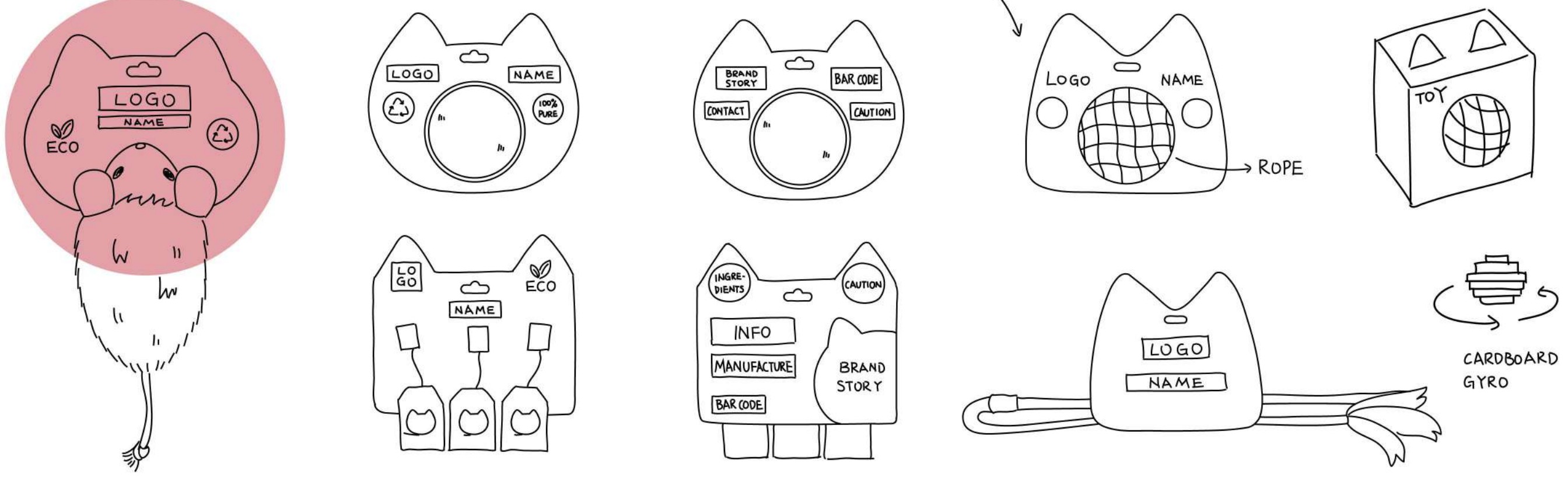
CAT TREATS



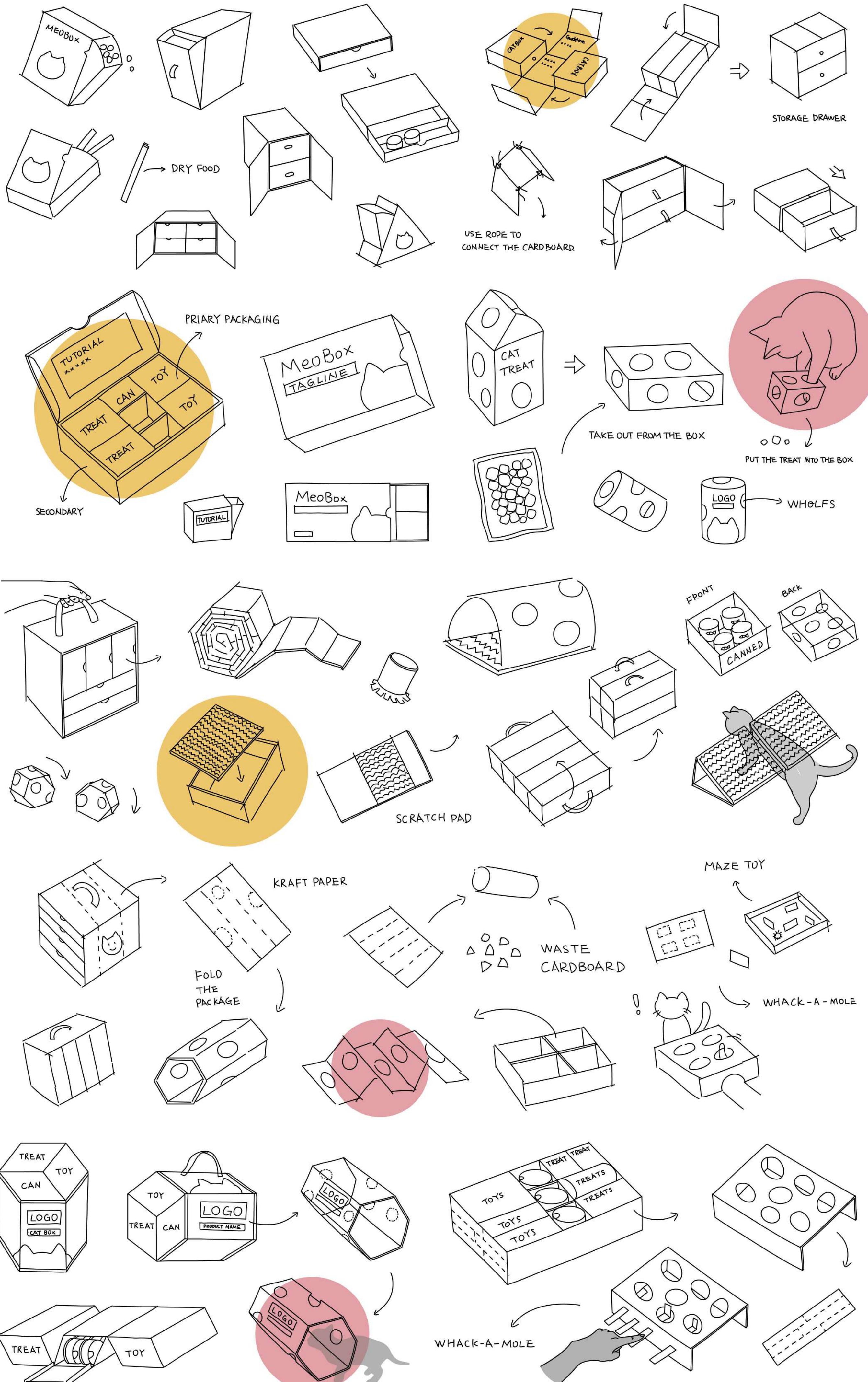
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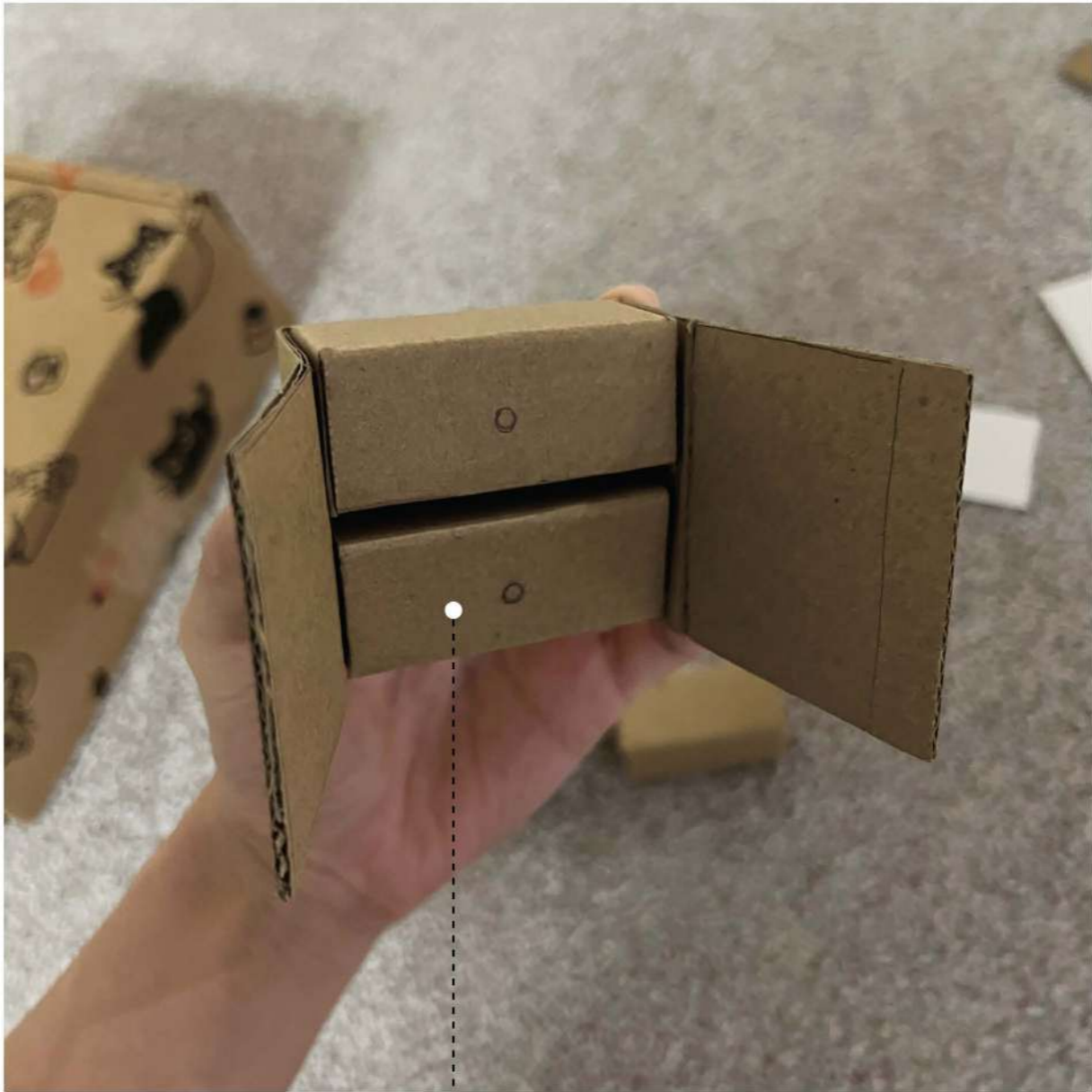
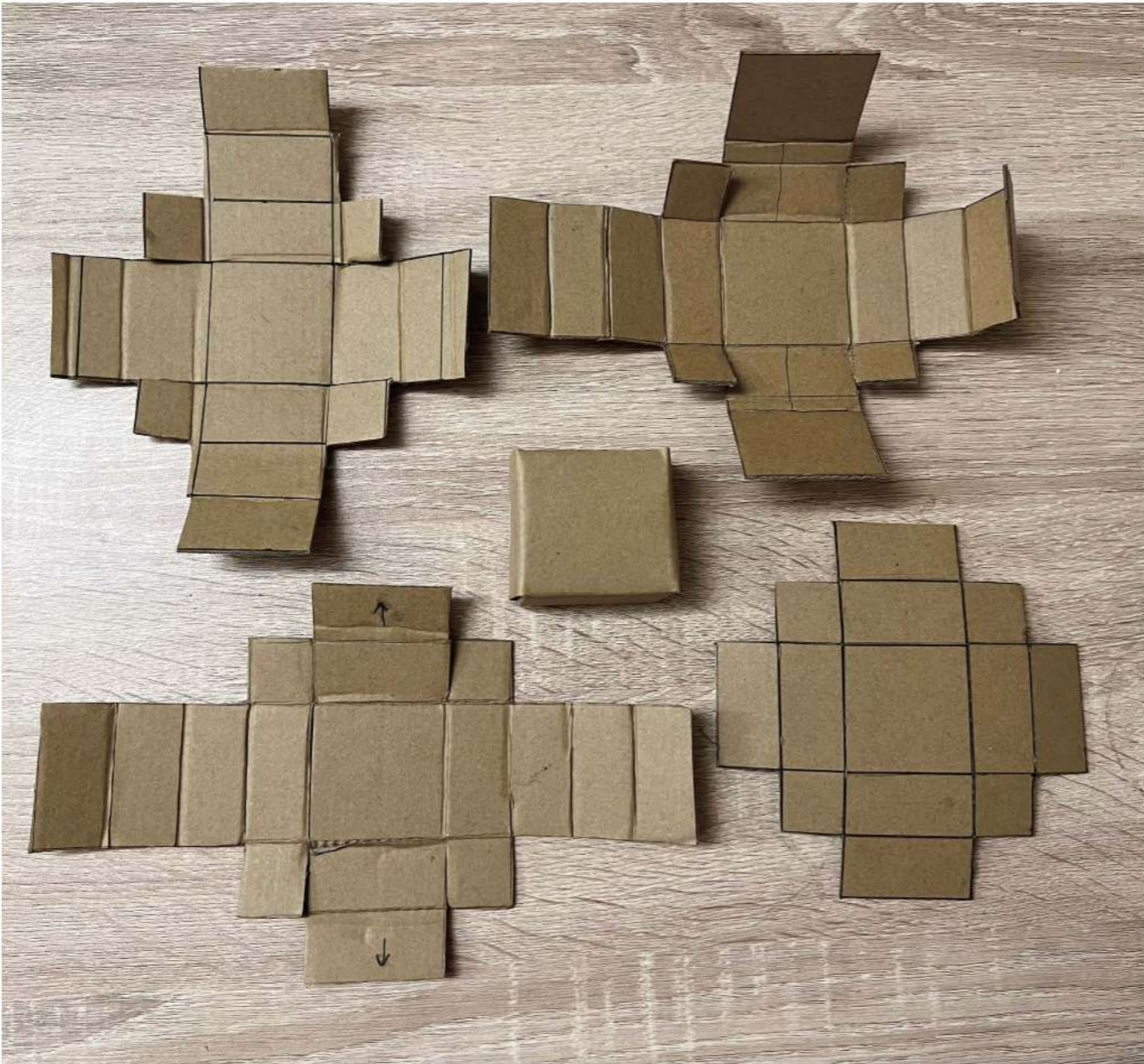
CAT TOYS



PACKAGING KIT



Prototype PACKAGING KIT



Drawer Packaging

Prototype PACKAGING KIT



Prototype PACKAGING KIT



Drawer Box



Whack-a-mole Toy

Can Food

Toys

Tertiary Packaging

Frozen Food + Toys

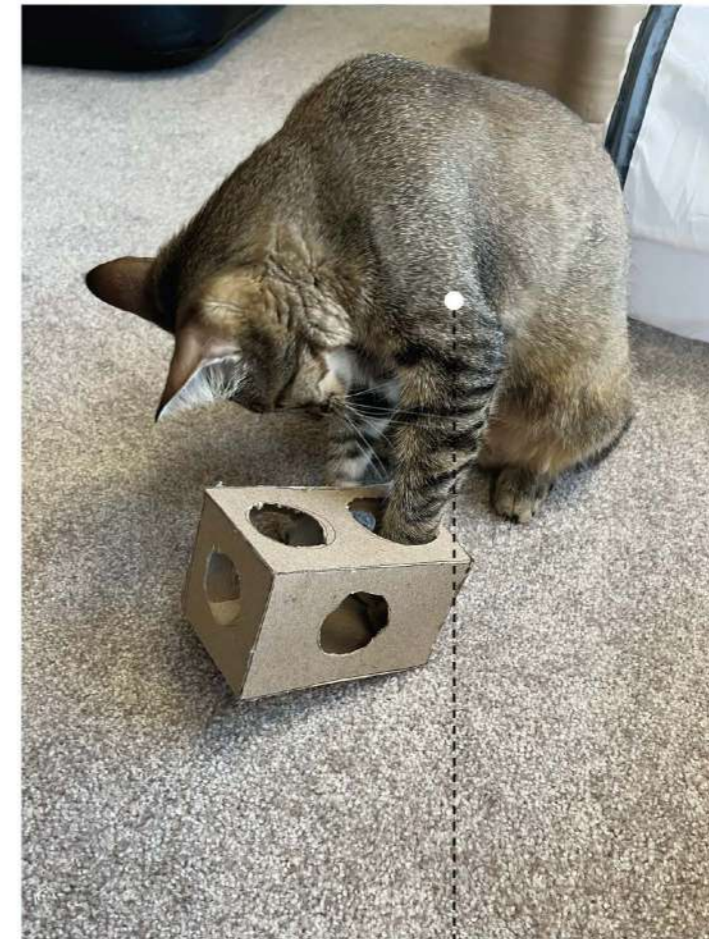
Prototype TOYS



Not very interested, need to be improved.

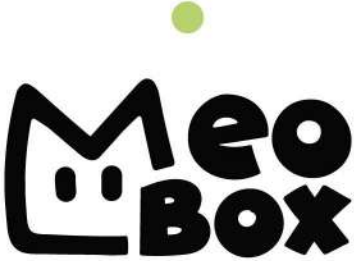
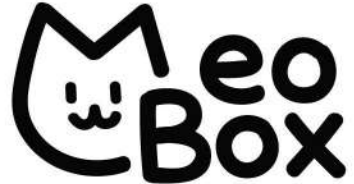
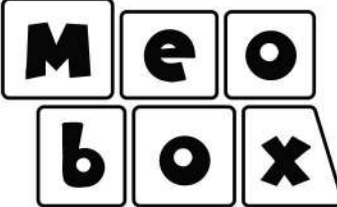
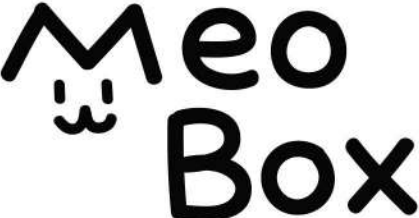
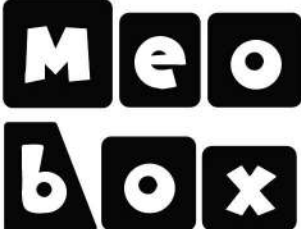


Feeder Toy

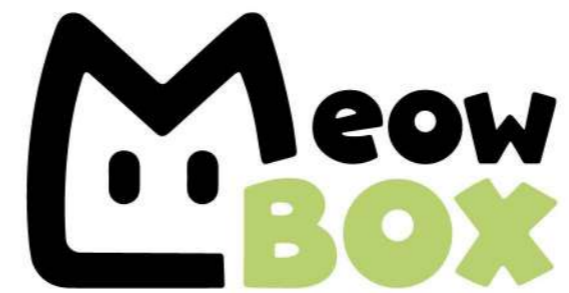
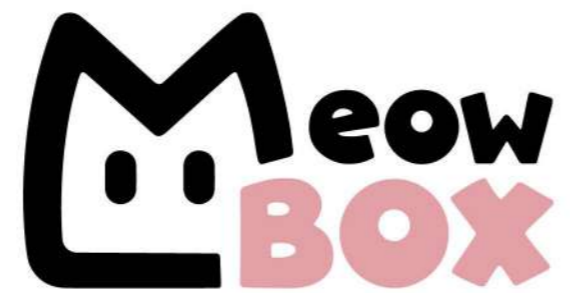
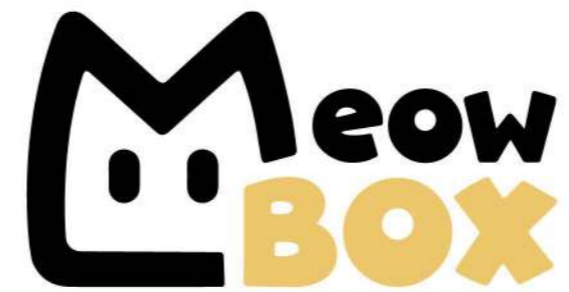
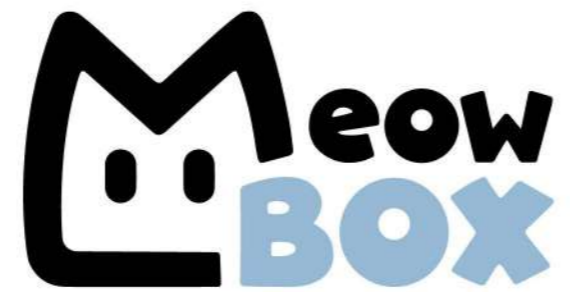


Shows great interest

Logo Development

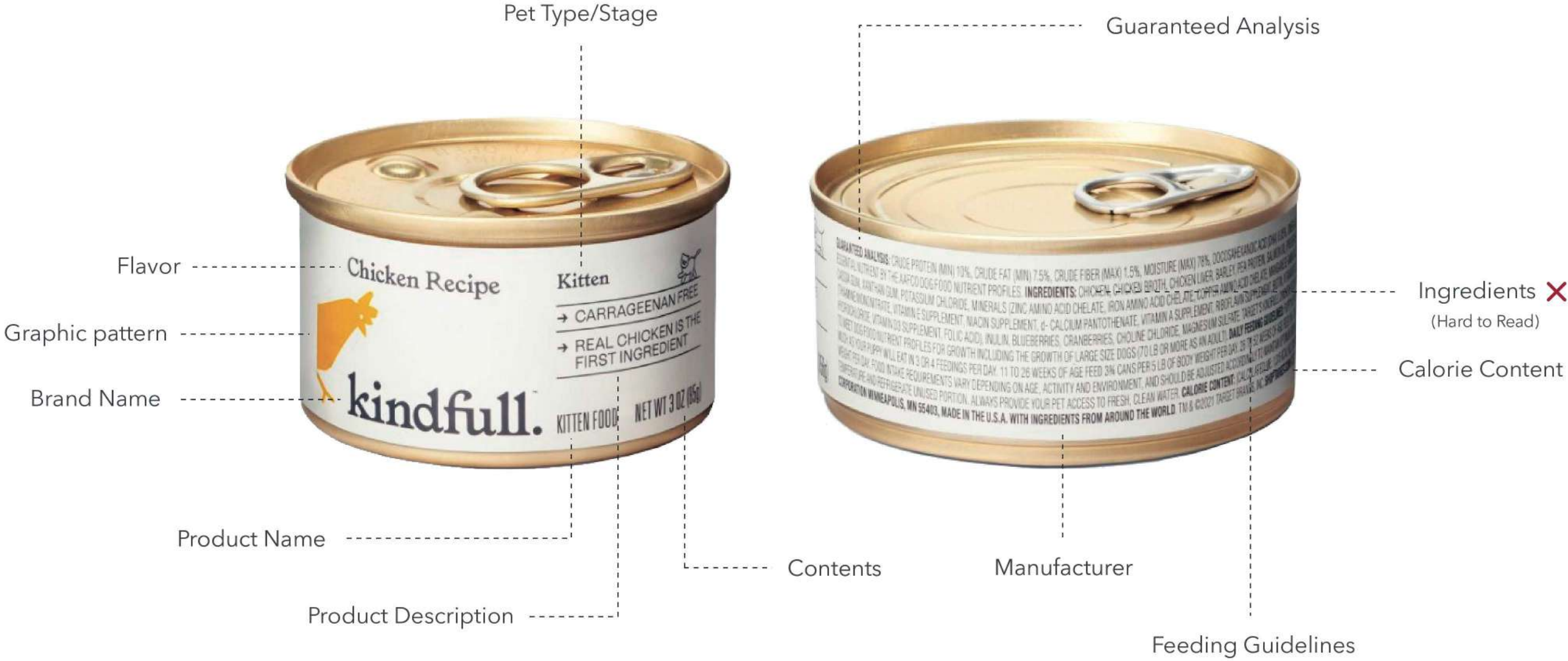


Logo Refinement



PDP Analysis CAN FOOD 1

Strong point: Clean Design/ Fun Graphic Pattern
 Weak point: Missing Product Story/ Storage Info/ Recycle Info/ Hard to read text



PDP Analysis CAN FOOD 2

Strong point: Complete Info/ Brand story/ Text is clear to read
 Weak point: PDP Looks Busy/ Missing Recycle Info/ Pet Type's Text is Too Small



PDP Analysis DRY FOOD 1

Strong point: Nice Slogan/ Friendly color
 Weak point: Hard to Read Some of the Text/ The Chicken Pattern is Confusing



PDP Analysis DRY FOOD 2

Strong point: Clear Pet Type Image/ Text's Layout is Easy to Read
 Weak point: Some Typeface is Not Easy To Read



Brand Name

Flavor

Selling Point

✗ Feeding Tips
(Typeface not easy to read)

✓ Cat Image

Contents



Brand Story ✓

Description

Description

Feeding Guidelines

Storage

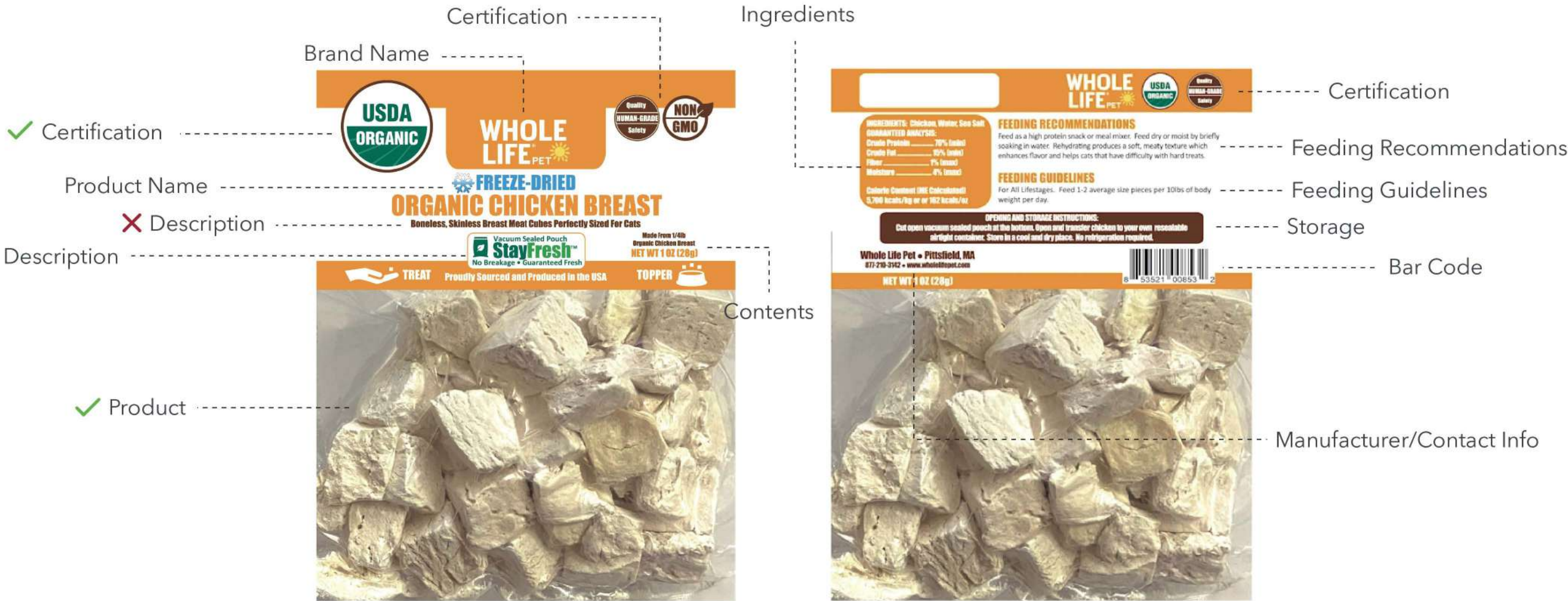
Guaranteed Analysis

Ingredients

Bar Code Manufacturer/Contact Info

PDP Analysis CAT TREAT

Strong point: Reduce Packaging Material
 Weak point: Description's Text Is Too Small



PDP Analysis CAT TOY

Strong point: Shows Pet Image/Has Product Info On Both Side

Weak point: Lack of Ingredients Info



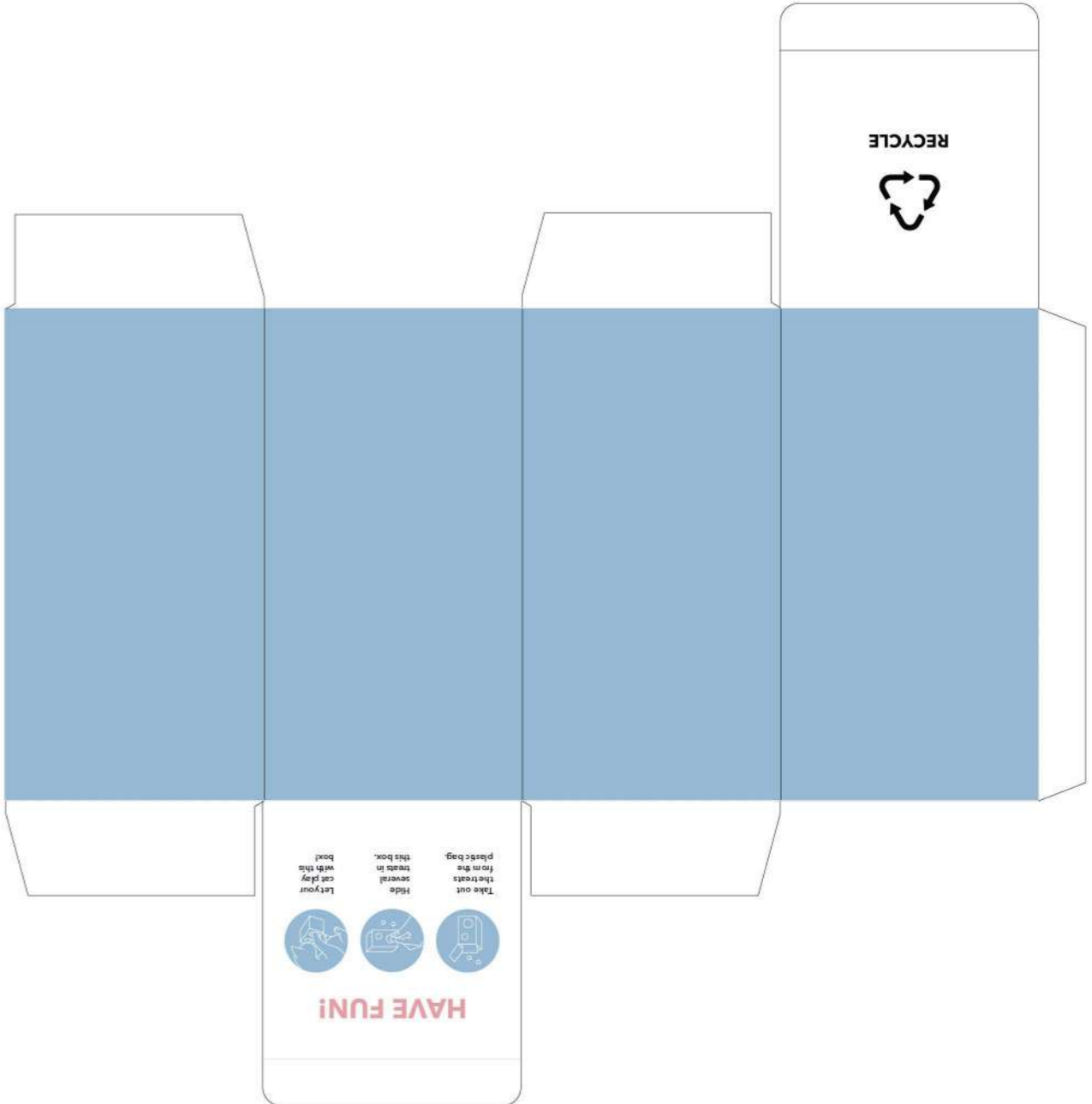
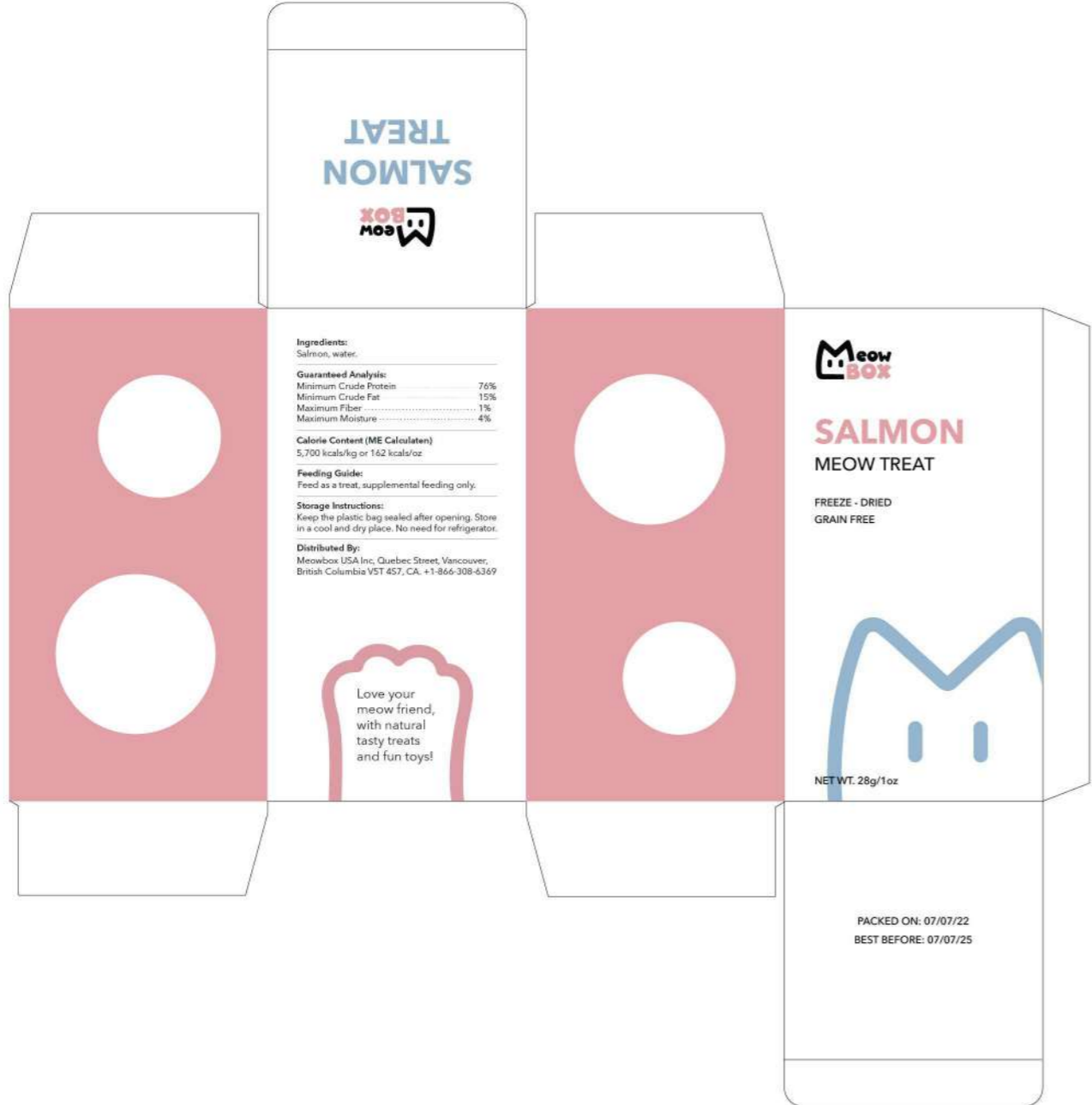
PDP Analysis CAT BOX

Strong point: Fun Graphic Patterns/ Handwriting Greeting

Weak point: Lack of Content Info



Graphic Layout CAT TREAT 1



Graphic Layout CAT TREAT 2



Graphic Layout CAT CAN FOOD

Ingredients: Lamb, Water Sufficient for Processing, Lamb Heart, Lamb Lung, Lamb Liver, Lamb Kidney, New Zealand Green Mussel, Flaxseed Flakes, Dried Kelp, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Folic Acid, Vitamin D3 Supplement.

Storage: Use the lid for storage. Refrigerate once opened and use within 7 days.

Inedible - Not for Human Consumption - Animal Food.

Distributed By: Meowbox USA Inc, Quebec Street, Vancouver, British Columbia V5T 4S7, CA. (USA) +1-866-308-6369

Guaranteed Analysis: Minimum Crude Protein 11%, Minimum Crude Fat 5%, Maximum Crude Fiber 1.6%, Maximum Moisture 80%.

Calorie Content (ME Calculated): 1325 kcal/kg, 112 kcal/pouch.

Feeding Guide: Feed to your pet on a daily basis. Adult: For every 4kg/9.8lb of cat's weight, feed approx 1 can per day. Kittens and pregnant or nursing females: feed approx double this amount in 2-3 feedings per day.

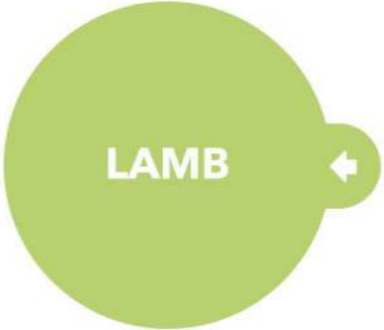
Love your meow friend, with natural tasty treats and fun toys!

Meow BOX

LAMB

99%
Lamb & Organs

NET WT. 185g/6.5oz

Ingredients: Beef, Water Sufficient for Processing, Beef Heart, Beef Lung, Beef Liver, Beef Kidney, New Zealand Green Mussel, Flaxseed Flakes, Dried Kelp, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Folic Acid, Vitamin D3 Supplement.

Storage: Use the lid for storage. Refrigerate once opened and use within 7 days.

Inedible - Not for Human Consumption - Animal Food.

Distributed By: Meowbox USA Inc, Quebec Street, Vancouver, British Columbia V5T 4S7, CA. (USA) +1-866-308-6369

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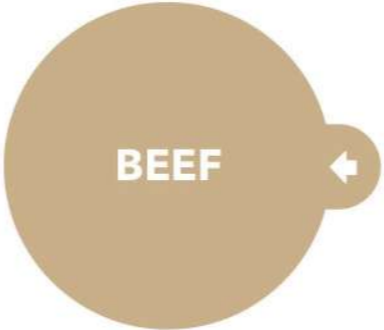
Love your meow friend, with natural tasty treats and fun toys!

Meow BOX

BEEF

99%
Beef & Organs

NET WT. 185g/6.5oz

Ingredients: Mackerel, Water Sufficient for Processing, Chickpeas, New Zealand Green Mussel, Flaxseed Flakes, Dried Kelp, Taurine, Vitamin E Supplement, Magnesium Oxide, Zinc Proteinate, Copper Proteinate, Manganese Proteinate, Thiamine Mononitrate, Folic Acid, Vitamin D3 Supplement.

Storage: Use the lid for storage. Refrigerate once opened and use within 7 days.

Inedible - Not for Human Consumption - Animal Food.

Distributed By: Meowbox USA Inc, Quebec Street, Vancouver, British Columbia V5T 4S7, CA. (USA) +1-866-308-6369

Guaranteed Analysis: Minimum Crude Protein 11%, Minimum Crude Fat 5%, Maximum Crude Fiber 1.6%, Maximum Moisture 80%.

Calorie Content (ME Calculated): 1325 kcal/kg, 112 kcal/pouch.

Feeding Guide: Feed to your pet on a daily basis. Adult: For every 4kg/9.8lb of cat's weight, feed approx 1 can per day. Kittens and pregnant or nursing females: feed approx double this amount in 2-3 feedings per day.

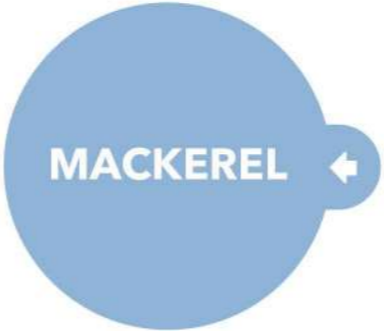
Love your meow friend, with natural tasty treats and fun toys!

Meow BOX

MACKEREL

99%
Mackerel & Organs

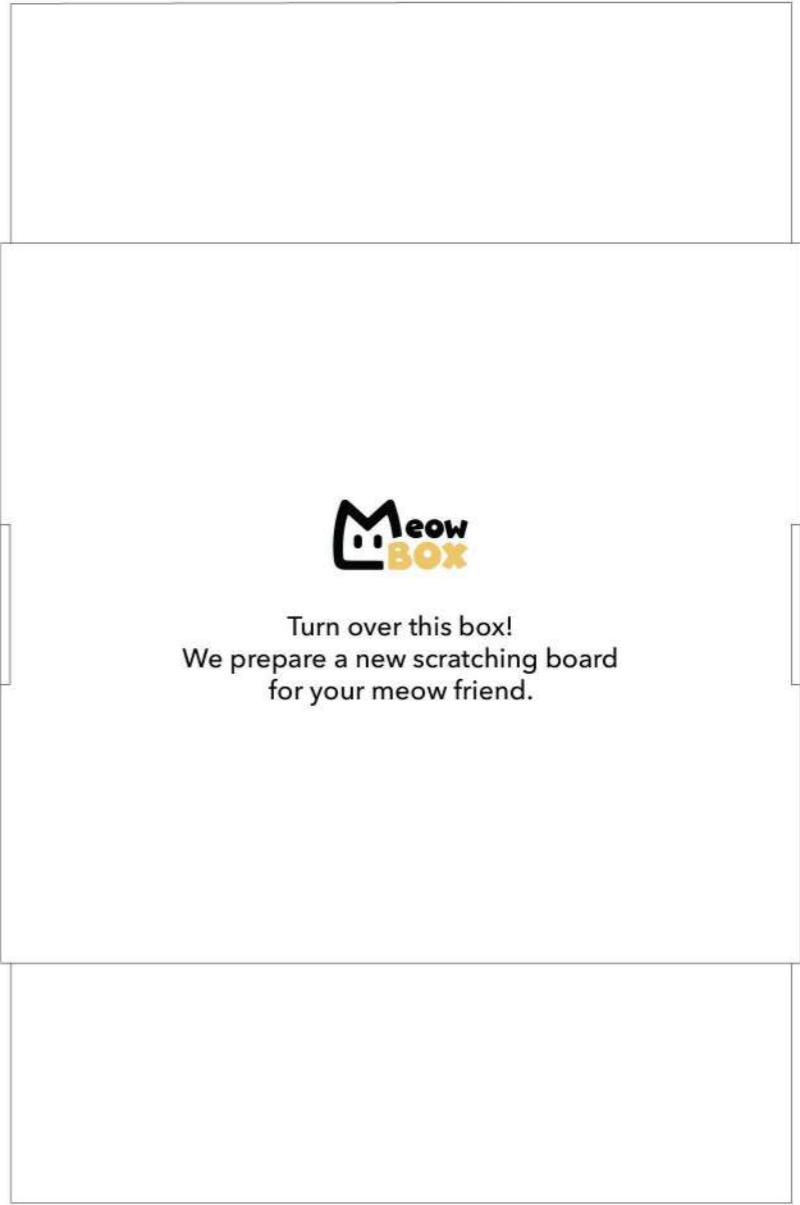
NET WT. 185g/6.5oz

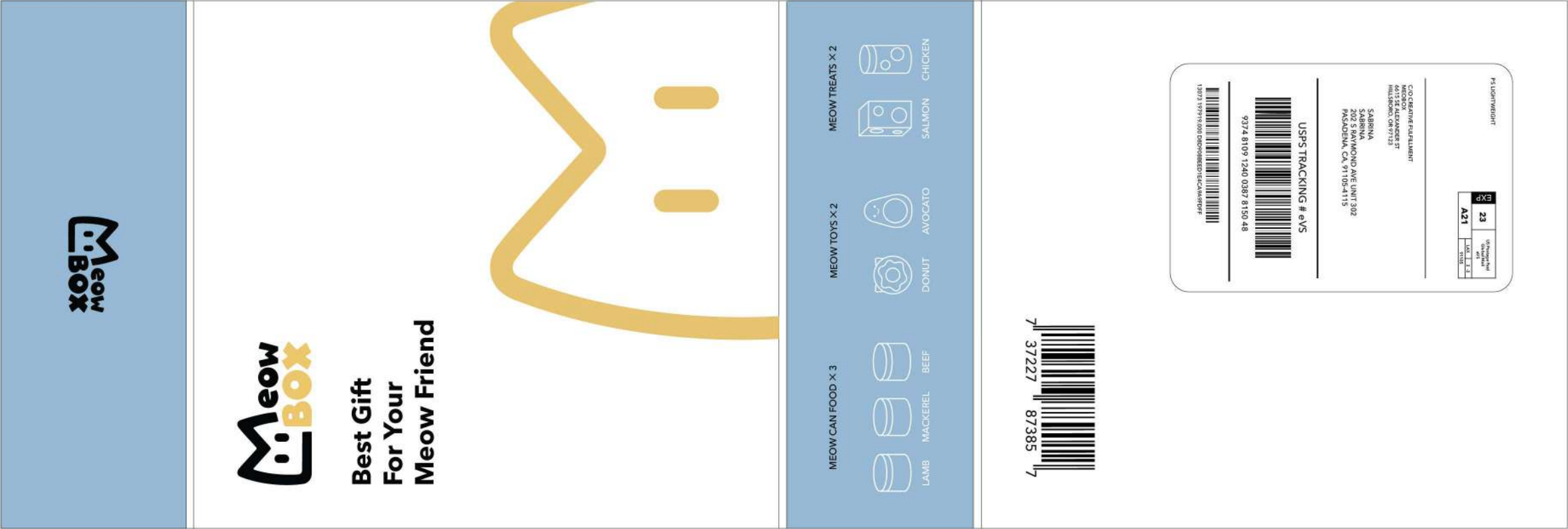
Graphic Layout CAT TOYS



Graphic Layout SECONDARY PACKAGING



Graphic Layout TERTIARY PACKAGING



Final Model CAT TREAT



Focus on Details



Support Structure



Double Sided Print

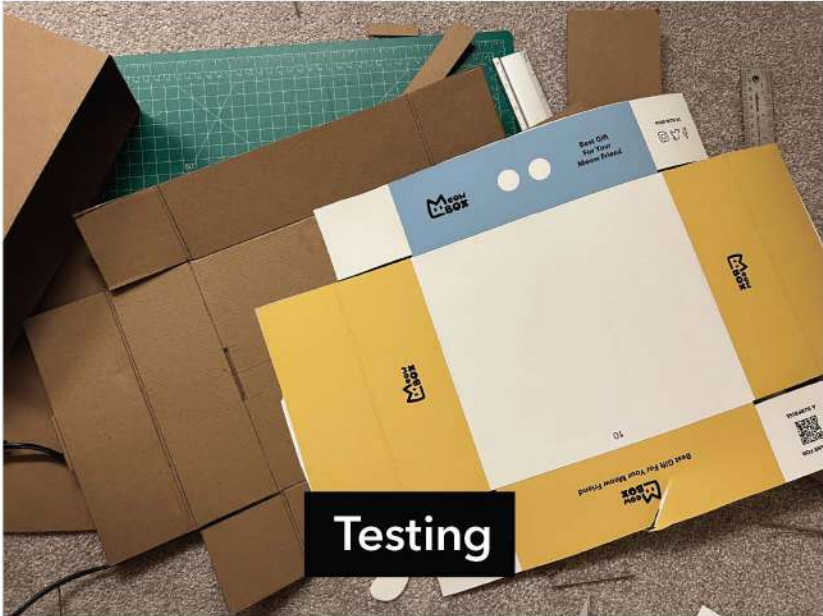
Final Model CAT CAN FOOD



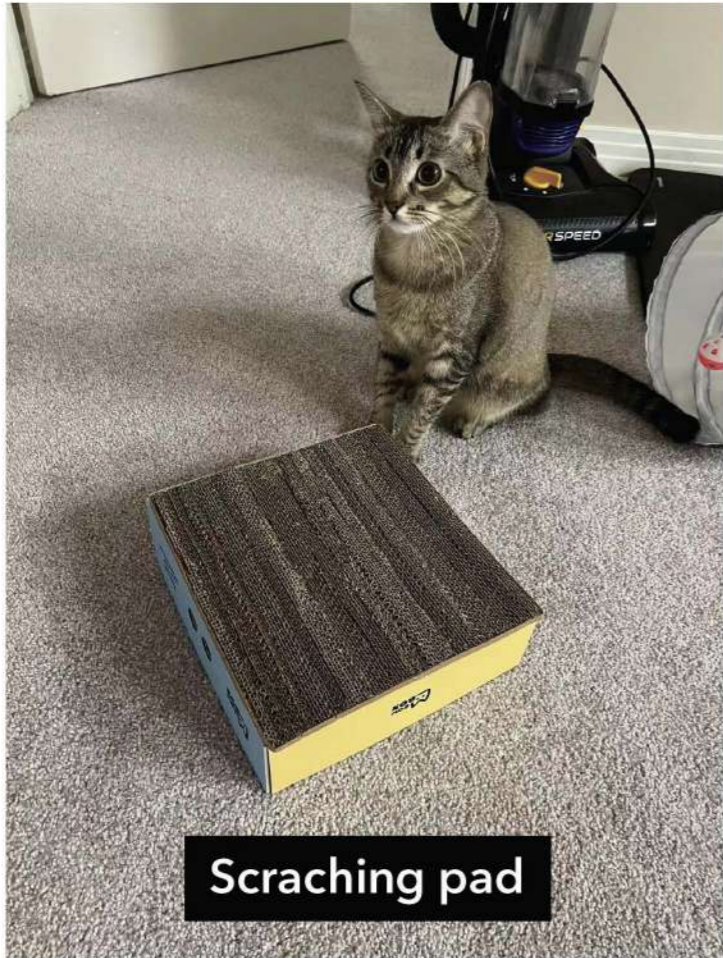
Final Model CAT TOYS



Final Model SECONDARY & TERTIARY PACKAGING



Final Model PACKAGING SYSTEM



Final Model CAT TREAT



Open the box lid.



Follow the instructions.



Take out the TIPA packaging.



Hide several treats into the box.



The packaging works as a feeder toy.



Let the cat play with it!

Final Model CAT CAN FOOD



Open the can lid.



Tear off the protective film.



Take the spoon out of the lid.



Scoop out the wet food with a spoon.



Cover the lid to store the canned food.



The spoon can be used as a chew toy for the cat too.

Final Model SECONDARY PACKAGING



Take out all of the products in the drawer.



Turn over the box to get a scratching pad.



Let the cat play with the scratching pad.

Packaging Material

Folding Carton



Virgin Fiber 18 Point SBS Board

(Offset Litho Printing)

Corrugated Board



C Flute

(Flexo Printing)

Corrugated Board



E Flute

(Flexo Printing)

Plastic



TIPA

Plastic



PLA

(Flexo Printing)

Wood



Silvervine

Cat Treats Packaging

Cat Scratching Pad

Cat Toy Packaging

Cat Treats Packaging

Cat Can

Can Food Spoon

Secondary Packaging

Teritary Packaging

Final Packaging System



Final Packaging System





NEWS

5
Treats
Training Tools



Cat Treats & Toys Box



MEOWBOX
\$30



PET
teac
80



Meow BOX
Best Gift
For Your
Meow Friend

MEOW CAN FOOD x 3
LAMB MACKEREL BEEF

MEOW TOYS
DONUT AVOCADO

Meow BOX
CHICKEN
TREAT

Meow BOX
SALMON
TREAT

Meow BOX
SALMON
MEOW TREAT
FREEZE - DRIED
GRAIN FREE

Meow BOX
LAMB

Meow BOX
LAMB
99%
Lamb & Organ

Meow BOX
MACKEREL

BEEF

Meow BOX
BEEF
99%
Beef & Organ

Meow BOX
Avocado
Cat Toy

ECO

Meow Box
Lamb
99% Lamb & Organ
NET WT. 100g/3.5oz