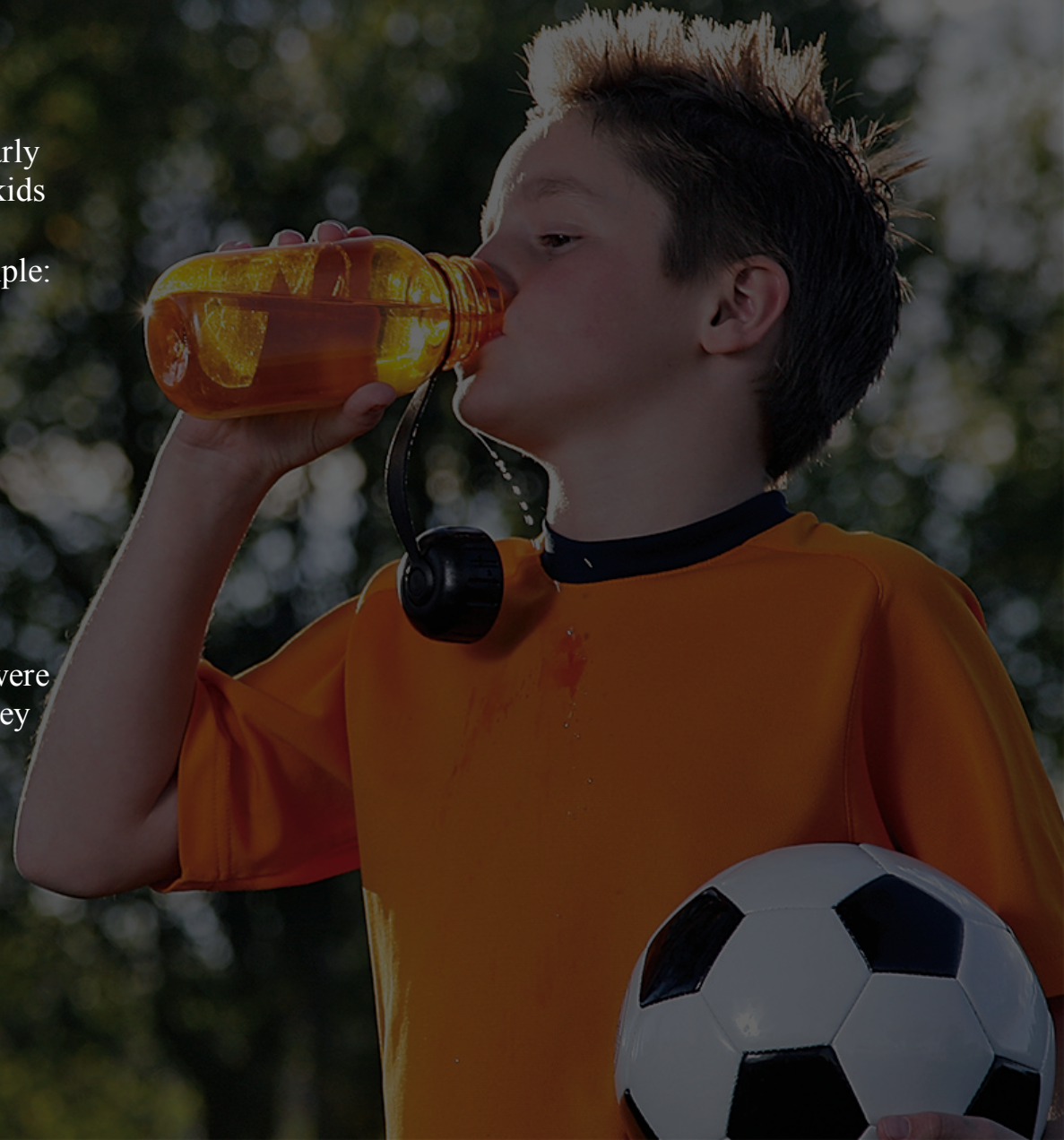


Occasions

Consideration of the drinking occasion is particularly important for packaging innovation. Parents and kids have specific needs from packaging which vary according to the specific context of use. For example:

- Location (at home, at school, in the car, in a restaurant)
- Activity (having a meal at home, doing sport, walking to school)
- Who is present (with family, friends, on their own)
- Mood (relaxed, rushed, celebratory)

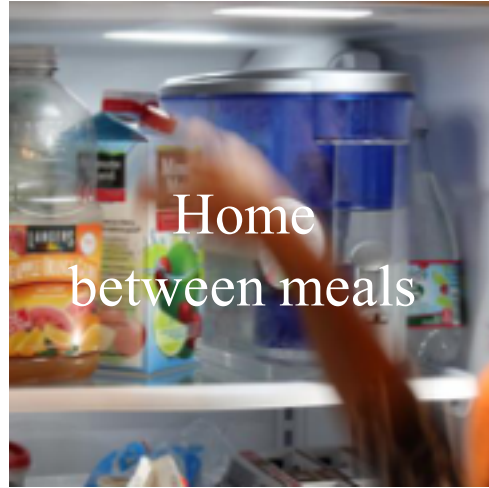
Our consumer sessions in Boston and Cincinnati were focused on gaining an in-depth understanding of key drinking occasions, through deep dive contextual inquiry and discussion.



Occasions Overview



Home with meal



Home
between meals



Lunchbox



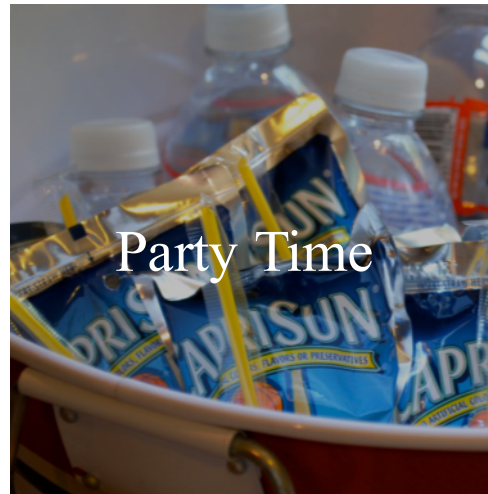
Active



On the Move



Family & friends



Party Time



Dining out

Occasion Opportunities

Opportunity for Juice

Whilst juice is a popular drink choice for mealtime, in particular breakfast and lunch, many parents decant juice from larger pack into cup or glass rather than using small portion pack.

Home meal time



Small portion packs convenient for kids drinking at home between meals, juice good fit with between meal demand moments.

Home between meals



Small portion juice packs very popular for gatherings of family and friends, particularly outdoor occasions. Enjoyed by kids, easy to transport, hand out and dispose of.

Family & friends



Lunchbox

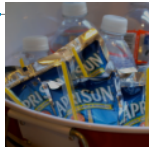


On the move



Convenient and self-contained portions for serving on the go, to be disposed of easily afterwards. Risk of spillage whilst on the move the biggest issue for small pack.

Party Time



Other more "exciting", treat-based drink choices may be available.

Dining Out



Other more "exciting" drink choices may be available, with most restaurants serving larger volumes and in glass, cup or branded keeper.

Active



For most, juice not the first choice of drink for active, sports occasions. Water and energy drinks perceived more suitable for hydration/energy needs. Keepers / larger plastic bottles preferred for larger volumes and re-sealability.

Opportunity for Small Portion Pack

Small juice pack very common for lunchboxes due to portability, ease of handling and overall convenience. Perceived to provide one portion of fruit as part of RDA.

Low

Low

High

High

Occasion: Home with meal

Demand moments: Nourish, Right Start & Perfect Partner

Where: Home

Day: All

Time of day: With breakfast, lunch or dinner

Story 1: Small pack juice

It's 7am and Holly is cooking breakfast for her daughter Hayden, 9. She's having eggs and bacon at the dining table on her own. To keep her refreshed before school Hayden likes to drink a small bottle of Mott's apple juice. Holly likes her to use these as it helps her portion control. Hayden likes to drink from them as she can re-seal the screw top, so the drink won't spill. As well as taking any leftover drink with her to school, she also feels more grown-up using a plastic bottle instead of a juice box.

Story 2: Alternative

It's dinner time for Amaria, 9, her mom and her brothers. They're sitting round the dining room table and she's drinking water out of a plastic bottle with her dinner. She only drinks water when it's ice cold so she froze it earlier so now it's nice and slushy. She did have to pour a bit of water out the pack first before freezing. The bottle itself is ok to drink out of, but the mouthpiece is a bit small and her lips get stuck in it. Sometimes the ice gets stuck in the neck too which is a bit annoying.

Packaging needs



Parent

- Cost-effective pack solution given frequency of use
- Minimal packaging waste
- Space minimizing for storage



Shared

- Stable when placed down on table



Kid

- Easy to drink from
- Ability to dilute and mix with other drinks
- Change temperature, have drink frozen, cold, warm

Occasion: Home between meals

Demand moments: Hydrate, Perfect Partner, Pick me up, Tide 'em Over, Unwind

Where: Home

Day: All

Time of day: Any / between meals

Story 1: Small pack juice

Samantha, 6, has just got home from school and is looking forward to her afternoon snack. Her mom, Jacalyn, gives her 2 fruit biscuits and a Capri Sun Roaring Water to have in front of the TV.

Samantha enjoys putting the straw into her Capri Sun, even though it's a bit tricky - it's fun piercing the pouch

Packaging needs



Parent

- Ability to control what and how much kid is drinking
- Space-minimizing for storage
- Quick identification of flavours/variants
- Minimal mess or spillage
- Ability to keep track of what the kid has done with the pack



Shared

- Easy for kid to open on their own
- Stable when placed down on a surface



Kid

- Easy to access and find
- Easy to drink from including when drink is partly frozen (slushy)
- Ability to chill / freeze to change temperature as desired
- Comfortable and secure to hold, especially when walking around

Story 2: Alternative

It's a summer afternoon during the vacation and Sofia, 7, has been playing in the house all afternoon. She is feeling thirsty, so runs to the fridge and grabs the big Minute Maid (1.5litre) family juice pack from the fridge. She takes a few sips straight out of the pack, standing by the fridge. Her whole family do this when they're thirsty - it's quick and easy.

Occasion: Lunchbox

Demand moments: Nourish, Perfect Partner, Pick me up

Where: School

Day: School day

Time of day: **Mid-morning snack , Lunchtime**

Story 1: Small pack juice

It's early in the morning, and Tracy is busy packing her 10 year old daughter Kate's lunchbox ready for a long day at school. She takes two Capri Sun pouches out of the fridge and puts them in the lunchbox, fitting them around the food and helping to keep the lunch cold

Story 2: Alternative

It's 11.30, it's a busy lunchtime in the Elementary cafeteria and Mrs Brenner only has a half hour lunch break. She has to spend at least ten minutes of that taking it in turns to help each child with their lunch and drink packaging. She loves it when the children have a small Hugs barrel pouch as they are so easy to pierce through the wide foil lid, and easy to drink. However if the kids spill them, they can make a bit of a mess, so if they have a sports cap style bottle with them that is easy to open and doesn't spill, even better.

Packaging needs



Parent

- Minimal spills / mess into school bag
- Easy to store in fridge/cupboard
- Flexible in order to pack around food



Shared

- Easy for kid to open on their own
- Keeps drink cold / at desired temperature
- Keeps rest of food cold if needed



Kid

- Suitable for their age, similar format to other kids
- Personalised in some way to make it theirs

Occasion: Active

Demand moments: Quench, Hydrate, Pick me up

Where: Outdoor

Day: All

Time of day: **Mid-morning or afternoon**

Story 1: Small pack juice

Alex, 9, is playing sports at school in the morning and accidentally falls over and hits his arm heavily on the floor. Remembering his Mum packed him a Capri Sun in his lunchbox, he goes and gets the pouch from his lunchbox, which is still cool because of the ice pack his Mum usually puts in his lunch, and applies the cold pouch to the bruise on his arm, feeling a bit faint, he also drinks the Capri Sun, which is just the right amount to quench his thirst.

Story 2: Alternative

James, 12 is at soccer practice. He drinks a lot of water to stay hydrated throughout the session. He prefers to drink from his Camelbak reusable bottle as it holds around 1 litre which is enough for the whole practice. It's easy to drink from, looks sporty and is resalable so he can close it-between uses. It's also easy to identify - nobody else has quite the same type.

Packaging needs



Parent

- Easy to clean between uses (if reusable)
- Large enough to contain enough liquid to stay hydrated



Shared

- Secure and resalable closure to prevent spillages in sports bag



Kid

- Easy to identify quickly as theirs
- Looks "sporty"
- Quick to open
- Quick to drink from

Occasion: On the Move

Demand moments: Right start, Hydrate, Perfect Partner, Pick me up, Tide 'em over

Where: Travelling between locations

Day: All

Time of day: **School run / any time**

Story 1: Small pack juice

Leah is driving to the local grocery store with her kids Legacy, 12 and Daniel, 9. It's a Saturday afternoon, she's a bit stressed out and the kids are playing up. She gives them both a juice pouch to keep them quiet. Legacy has to help her brother open his as he struggles to get the straw in. They're quiet for a bit as they drink, until Daniel drops his. Thankfully, there is only a little spill.

Story 2: Alternative

Roy is driving his son Jayden, 7, to baseball on Sunday afternoon, it's a hot day and Jayden always takes a drink with him in the car to hydrate before baseball. It's really important to Roy that the drink doesn't spill and fits in the cup holder so Jayden has his Gatorade bottle with a sports cap that fits perfectly in the cup holder, isn't too small so he can grab it out of the holder, and has a re-sealable cap so he doesn't spill.

Packaging needs



Parent

- Lasts long enough to keep kids occupied, and keeps them engaged
- Minimal mess or spillage
- Minimal packaging waste



Shared

- Easy for kid to open on their own



Kid

- Comfortable and secure to hold, especially when unexpected movement.
- Fun to use, something to do when bored

Occasion: Family & Friends

Demand moments: Hydrate, Treat, Perfect Partner

Where: Outdoor

Day: Weekend / vacation

Time of day: **Afternoon or early evening**

Story 1: Small pack juice

Mohit has organised a BBQ in the local park for his family and some other local families. Mohit's son Soren, 6, is running around with all the other kids. He's brought two multi-packs of Apple & Eve juice boxes for the kids. They were a bit bulky to carry but now he's got them here he can relax as the kids can just grab one when they want. They're easy for the younger kids to hold and drink from and, most importantly, he doesn't have to clean up anything afterwards.

Story 2: Alternative

It's the summer vacation and Matthew is really looking forward to taking his family to the local Pond for a relaxed cookout. It's a very hot day so he's packed the cool box with ice and put lots of plastic bottles of water and soda for the kids. He's decided against including the usual juice boxes as they tend to get soggy when they're in the cool box too long, plus they can't be resealed and put back in.

Packaging needs



Parent

- Comfortable to handle and transport multiple packs
- Minimal clearing up and packaging waste



Shared

- Easy for kid to open on their own
- Keeps drink cold / at desired temperature
- Easy to identify which drink belongs to who



Kid

- Easy and fun to drink from
- Comfortable and secure to hold, especially when walking around

Occasion: Party Time

Demand moments: Treat

Where: Home or Party venue

Day: Weekend / vacation

Time of day: **Afternoon**

Story 1: Small pack juice

Walker, 8 and his sister Stella 6 are having a party with their friends at their house. There are lots of kids who all want a drink, and Mum Sheila doesn't want all that washing up, so she bulk buys Capri sun, as all children love them, and hands them out to all the kids. This way Shiela doesn't have to worry about collecting lots of cups and finding them all over the garden, and the Capri Sun's flatten down easily to make minimal rubbish in the bin at the end of the day.

Story 2: Alternative

Maria and her daughter Isabella, 9, are having a party at their house and there will be a lot of fussy kids there. She makes big pictures of favoured water with CrystalLights flavour droppers to flavour the water. This is a cheap way to provide a lot of liquid that the kids like, and she also provides different flavour droppers so the kids can flavour their own water in cups or water bottles, which is a convenient way of offering choice.

Packaging needs



Parent

- Minimal spills and mess
- Choice of flavours for fussy kids
- Minimal packaging waste
- Makes kid feel special



Shared

- Easy for kid to open on their own
- Re-sealable to drink over longer period
- Easy to identify which drink belongs to who



Kid

- Like to be drinking same drink as their friends.
- Comfortable and secure to hold, especially when walking around
- Fun and different to drink from
- Feels celebratory and special

Occasion: Dining Out

Demand moments: Nourish, Treat & Perfect Partner

Where: Restaurant

Day: Weekend / vacation

Time of day: **Brunch, lunch & dinner**

Story 1: Small pack juice

Hayden, 9, and her family are out for dinner and they have chosen to go to their favourite local pizza place as they serve kids' meals that come with a small bottle of juice or water. Hayden loves her juice bottles because she can save any left overs and take them home to drink while she does her homework and can re-seal the bottle and know it won't spill on her bed where she studies.

Story 2: Alternative

Kate, 8, is at Chilli's Restaurant with her brother and Mom for dinner. It's the weekend so that means she can have a nice drink rather than boring water or juice. She's chosen Dr Pepper which comes in a Pepper Pals plastic reusable kids' cup with special straw. She likes to take these home and re-use them, they're more fun than drinking out of a normal cup or glass.

Packaging needs



Parent

- Keeps kids quiet / occupied during meal time
- Kid can use on own without needing help from adult



Shared

- Easy to drink out of independently
- Minimal spills



Kid

- Makes the drink look special
- Fun to drink out of
- Different from "normal" packs/containers
- Something to keep / take home afterwards