



SMASH BOX!

THE ALL-IN-ONE
LUNCH BOX!

WHAT AUSSIE MUMS ARE SAYING

MARKET RESEARCH FROM OUR SMASH LAB



CONDUCTED:
MARCH 2014

RESPONDENTS:
SMASH LAB MEMBERS

NO. RESPONDENTS:
166 ADULTS / 350 KIDS IN TOTAL

WHAT ARE SOME OF THE PROBLEMS OR CONCERNS YOU HAVE

WITH TODAY'S

PLASTIC LUNCHBOXES?

- They're mostly one compartment making it harder to pack nude, will cross contaminate food
- Lost lids make the item unusable
- They won't fit big items like bananas, which then have to be carried separately
- Hard to clean - small crevices in lunchboxes hard to reach
- Is not dishwasher safe or wont fit into the dishwasher
- No area for a freeze block or the freeze block touches the food
- Most don't come with an insulated cover to keep lunches cool and/or protect the container from breakage
- Hard to open for little children

WHAT ARE SOME OF THE PROBLEMS OR CONCERNS YOU HAVE

WITH TODAY'S

PLASTIC LUNCHBAGS?

- Hard to keep clean, mould and grime often forming in seams – becomes smelly over time due to this
- Most are not compartmentalised making it hard to separate food content and pack 'nude'
- The wear and tear of the schoolyard make this a yearly, or twice yearly purchase
- They often crush the lunch when packed alongside heavy books and media devices

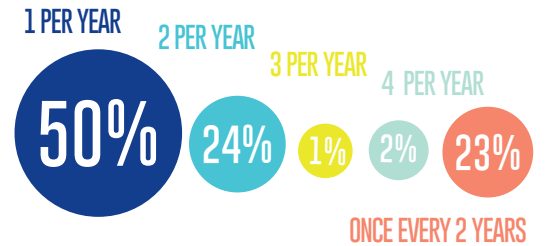


THE AUSSIE LUNCHBOX

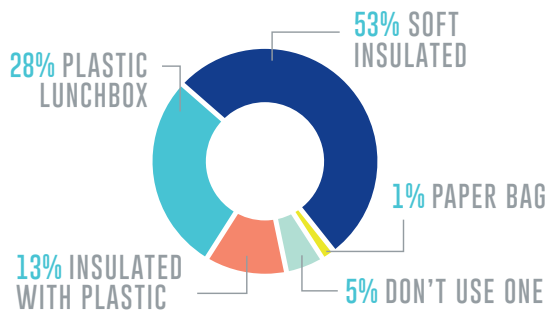
THE OVERALL LUNCHBOX MARKET

SEGMENT	MALE		FEMALE		TOTAL	% OF POPULATION	GROWTH DECLINE
KINDER 0-4	809,550	(3.50%)	751,725	(3.50%)	1,561,275	(6.75%)	28,600
JUNIOR 5-9	751,725	(3.25%)	693,900	(3.525%)	1,445,625	(6.25%)	36,100
TWEENS 10-14	693,900	(3%)	693,900	(3%)	1,387,800	(6.00%)	6,900
TEENS 15-19	809,550	(3.50%)	751,725	(3.50%)	1,561,275	(6.75%)	-1.25%
ADULT 18+	NA	NA	NA	NA	11,531,600	(49.00%)	-0.80%

LUNCHBOX PURCHASE FREQUENCY

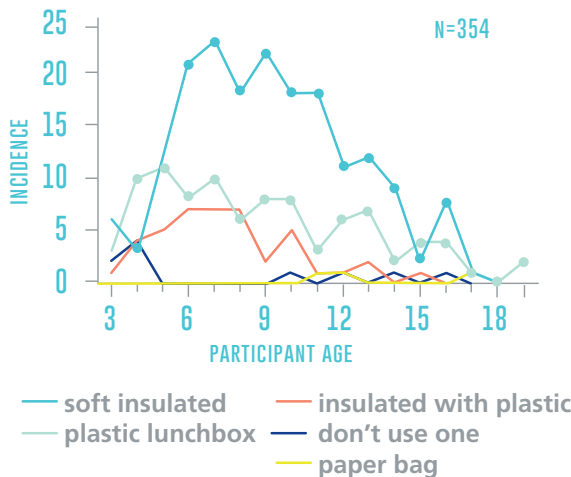


LUNCH BOX USAGE



LUNCH BOX USAGE

AMONGST 3-19 YR OLDS



HOW LUNCHBOXES CHANGE WITH AGE



FREEZE BLOCKS NOT REQUIRED FOR KINDER AS LUNCH IS PUT INTO FRIDGE

OLDER KIDS MORE HAPPY TO TAKE LEFTOVERS AND NOT AS MUCH SANDWICHES

THEREFORE TYPE AND SHAPE OF CONTAINERS CHANGE

OLDER CHILDREN

WANTS:

Less design application
 Move away from baby prints

USES:

Smaller Containers

HIGHER INCIDENCE OF SMALLER CONTAINERS FOR OLDER CHILDREN VS KINDER

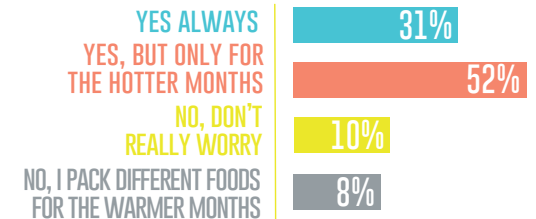
As the parents more confident the child can open, they need more snacks for the additional lunch break, plus pressures of nude food

MORE LUNCH BREAKS IN THE DAY FOR PRIMARY/SECONDARY

THEREFORE MORE FOOD REQUIRED
 THEREFORE LARGER LUNCHBOX REQUIRED



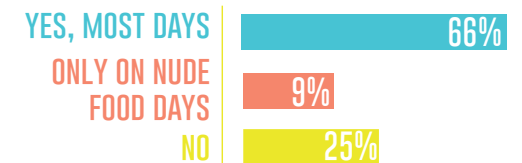
? Do you pack a cool or freeze product with your child or children's lunch such as a freeze brick?



? When looking to buy a lunchbox, is it important to have the bottle attached in some manner to the lunchbox or lunchbag?



? Do you currently pack rubbish free or nude food lunches for any of your children?



IT'S TIME TO LIFT THE LID ON
SMASH'S NEW REVOLUTION
IN LUNCHBOXES!

WE'VE COMBINED

Australia's number
one lunchbox

AND

One of our most
popular insulated
shapes

TO CREATE

The greatest
innovation in school
lunches!

And the best part is,
one size, fits all!

IT'S A REVOLUTION

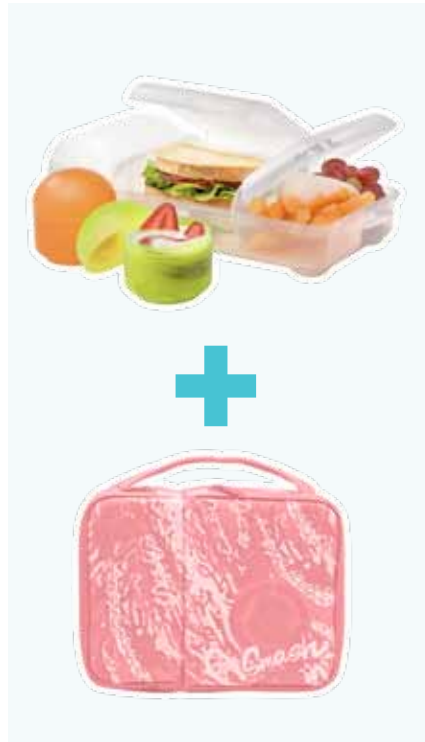
IT REDEFINES INSULATED LUNCH

**IT'S INNOVATION FUSED WITH
FUNCTIONALITY**

INTRODUCING

SMASH BOX!

**THE ALL-IN-ONE LUNCHBOX MADE
TO AUSSIE SPECIFICATIONS!**



AS YOU CAN SEE, IT IS THE SAME SIZE
AS THE TWIN CASE, AND SLIGHTLY
TALLER AND SHORTER IN LENGTH THAN
THE NUDE FOOD LUNCHBOX

INTERNAL DIVIDERS

Help secure food
and provide more
compartments within



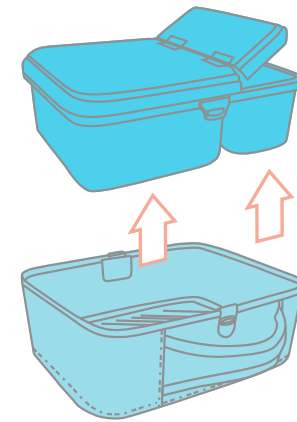
CARRY HANDLE

Easy to carry



PRODUCT DETAILS

We've taken one of SMASH's popular insulated twin case and given it a makeover! And the best part is, one size, fits all!



USE ON IT'S OWN!

Don't need to insulate today? Feel free to take off my jacket and go solo

HINGED LIDS

No lost lids rendering it unusable. Removable for easy cleaning

COMPARTMENTALISED

Smaller section for lunch and recess
Larger section holds lunches like sandwiches and fruit

ROOMY

Sized for large bulky items like yogurt or bananas. Approximately 85% of the Smash Lab Respondents felt this is the perfect size!

UNBREAKABLE

Rigid container stops food from getting squashed and won't break if accidentally dropped

LEAK PROOF PODS

Air tight plastic containers included for wet items like yogurt or chopped fruit

EASY TO CLEAN

Simply remove the casing and wipe clean, no mould, no fuss

FREEZING!

Freeze sheets can be housed between the fabric shell and under the plastic container, and won't make food soggy

INSULATED

In the side and bottom casing

CLIPS

Easy to use clips secure the outer case to the inner container

FUSES FASHION AND FUNCTIONALITY

Allows fashion application for user individuality



DRESS UP YOUR LUNCH

Unlike other lunchboxes, the smashbox allows you to dress up your lunch with the latest designs from smash.

This provides individualization for the end user and allows a fashion element which has strong appeal to the kids

Go crazy with fashion or simply colour block for mass-market interest



COLOUR TECH GIRL



COLOUR TECH BOY



GELATI GIRL



MIGHTY BOY

MATCH DESIGNS INTO
YOUR INSULATED
SELECTION!

THE VERDICT?

WHAT MUMS THINK OF THE SMASHBOX



CONDUCTED:
AUGUST 2014

RESPONDENTS:
SMASH LAB MEMBERS

NO. RESPONDENTS:
175 ADULTS / 404 KIDS IN TOTAL

What age group do you think this best suits?

5-10 YEARS
PRIMARY SCHOOL AGE

WHY?

1ST TWO YEARS AT SCHOOL REQUIRE SEPARATE CONTAINERS FOR THE SEPARATE LUNCH BREAKS

NEED TO BE BIT OLDER TO MANAGE HINGES THEMSELVES

TWIN CASE SUITS THE YOUNGER KIDS WHO DON'T KNOW HOW TO FIND THINGS PROPERLY

OLDER KIDS (AFTER 10) WILL HAVE OUTGROWN THIS FORMAT

TOO BIG FOR OLDER KIDS WITH THEIR COMPUTER/BOOKS

How you would pack the lunch inside the SMASHBOX.
Would you:

PACK FOOD INTO SMALLER CONTAINERS INSIDE LUNCHBOX **33%**

PACK FOOD IN CLING WRAP/FOIL/SANDWICH BAGS INSIDE LUNCHBOX **36%**

PACK FOOD WITHOUT WRAP OR PACKAGING IN LUNCHBOX **31%**

Would you like to see dividers / sections in the SMASHBOX?

63% YES | **37%** NO

Is the SMASHBOX the right size?

85% FELT THIS WAS THE PERFECT SIZE

SMASHBOX FEATURES

MOST IMPORTANT FEATURES RANKED

- 1 BIG ENOUGH TO KEEP FOOD ALL TOGETHER
- 2 INSULATED TO KEEP FOOD COOL
- 3 EASY TO CLEAN: NO RISK OF MOULD
- 4 EASY TO OPEN CLIPS
- 5 WONT BREAK OR DENT IF ACCIDENTLY DROPPED
- 6 RIGID CONTAINERS: STOPS FOOD GETTING SQUISHED
- 7 COMES WITH A FREEZE BLOCK
- 8 INDIVIDUAL PLASTIC CONTAINERS TO STORE YOGURT
- 9 BRIGHT DESIGNS YOUR CHILD WITH LOVE

What is the value perception of this product?

LUNCHBOX + INSULATED BAG =

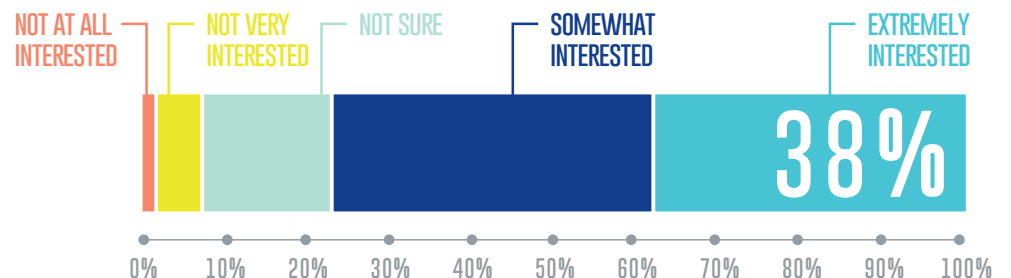
\$24.95
MAXIMUM

How much would you expect to pay for the SMASHBOX?

49%
OF RESPONDENTS SELECTED
\$10-\$15

WOULD YOU BUY THIS PRODUCT?

This is a really good Top Box result
(Remembering we ideally want to see at 35-40% in Top Box)



BRANDING & PACKAGING

PRELIMINARY PACKAGING CONCEPT
FORMAT: CARD WRAP



COMMUNICATION

TARGET MARKET

PARENTS PRIMARY MARKET

MAIN GROCERY BUYER WITH
SCHOOL AGED KIDS

AVERAGE AGE: 32 – 45

APPROX. 2.3 MIL MUMS IN AUSTRALIA

SCHOOL AGED CHILDREN SECONDARY MARKET

GEN ALPHA TO TWEEN AGED CHILDREN

FROM 5 YEARS TO 10 YEARS OLD

PARENT'S BIGGEST INFLUENCER ON
PURCHASE DECISIONS

PARENTS AND CHILDREN TOGETHER

KIDS MAKE CONNECTION

PARENTS ENGAGE AND MAKE CONNECTION

COMMUNICATION CHANNELS

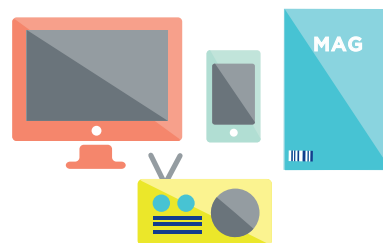
PRINT

- Press ads mirroring Outdoor Ad content in parenting and kids mags
- Full-page ads across multiple magazines
- Provides another reminder and increases viewer frequency



PUBLIC RELATIONS

- Ongoing public relations – TV, Radio, Print, Online, Events
- In-house team managing reactive and proactive campaigns



OUTDOOR ADVERTISING

- Approx 100 Shopperscape Panels
- Locations around key shopping areas
- Provide a reminder at point of purpose
- Reinforce print advertising through frequency of messaging



MUMMY BLOGGING

- Kid's Business blogger activation campaign
- Interactive exhibition space
- Face to face interaction with 50 of Australia's top mummy bloggers, per event
- Brand info sent to database of over 1800 Aussie mummy bloggers
- Expectation of 200+ blogger posts



ONLINE

- Website feature – NEW and How to Use
- E-news to 40K consumers on the Smash database
- Promoting through Smash social media avenues (Facebook, Instagram) to showcase product and run promotions
- Multiple consumer competitions to increase engagement



ONLINE DEMOS

- Uploaded to the website
- Distributed through enews
- Available on Youtube

