# A Little Background

# How Do You Communicate About Packaging?

- Think big picture, lifecycle approach: package, product, application

# How Do You Communicate About Packaging?

- **Think big picture, lifecycle approach:**
  package, product, application

- **Be personally relevant:**
  time, space, relationships, worldview

# How Do You Communicate About Packaging?

- **Think big picture, lifecycle approach:**
  package, product, application

- **Be personally relevant:**
  time, space, relationships, worldview

- **Solve a problem:** package as hero

# How Do You Communicate About Packaging?

- **Think big picture, lifecycle approach:** package, product, application

- **Be personally relevant:** time, space, relationships, worldview

- **Solve a problem:** package as hero

- **Be specific:** use facts and figures from credible sources

# How Do You Communicate About Packaging?

- **Think big picture, lifecycle approach:**
  package, product, application

- **Be personally relevant:**
  time, space, relationships, worldview

- **Solve a problem:** package as hero

- **Be specific:** use facts and figures from credible sources

- **Illustrate the value offered by the solution:**
  time, money, people, trees, $CO_2$ emissions, litter, energy, etc.