



CMSTORM

Packaging Concept for High End Headset

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6/7/13

CONCEPT FOR INTERACTIVE PACKAGING -

- Create effect with 2 layers of package
- This one here looks like the sound waves are moving when you slide the cover off



1



2



3



4

Market Research & Study

CONCEPT FOR INTERACTIVE PACKAGING -

multi purpose package as headset stand



1



2



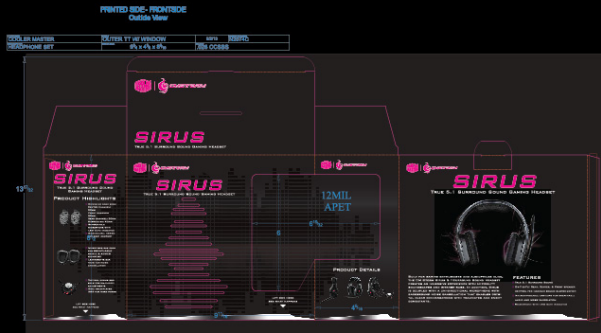
3



Dieline

DIELINES FOR PACACKAGING -
TOTAL OF 8 PIECES THAT MAKE UP BOX

1



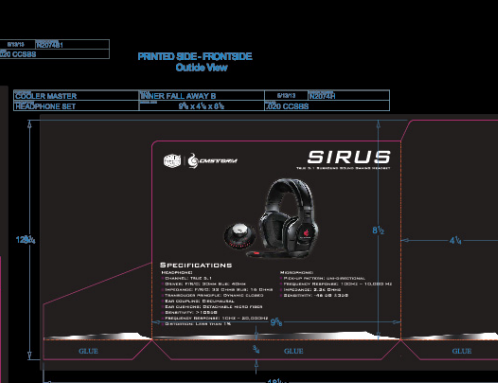
MAIN OUTSIDE COVER (PINK IS FOIL PRINTING)

2



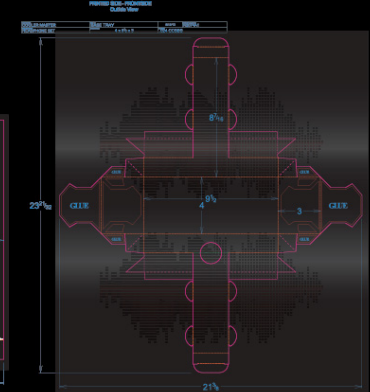
INSIDE FLAP THAT IS GOING TO FALL. COLLECTED TO PIECE #3

3



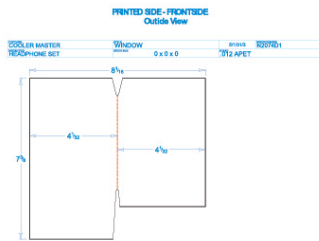
INSIDE PORTION, BACK OF THE BOX. CONNECTED TO PIECE #2

4



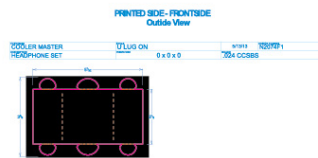
STAND, HEADSET WILL SIT ON THIS.

5



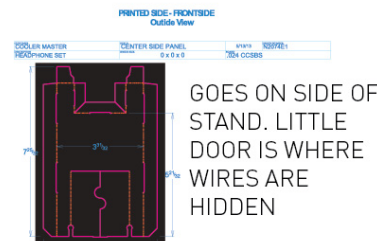
PLASTIC WINDOW FOR OUTSIDE

6



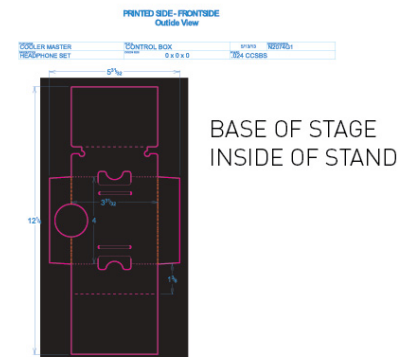
GOES ON STAND. TOP OF STAND WHERE HEADSET RESTS.

7



GOES ON SIDE OF STAND. LITTLE DOOR IS WHERE WIRES ARE HIDDEN

8



BASE OF STAGE INSIDE OF STAND



Blank 3D Mock Up

MOCK UP OF THE STRUCTURE

- Created a white mock up without CI/design applied

cutouts

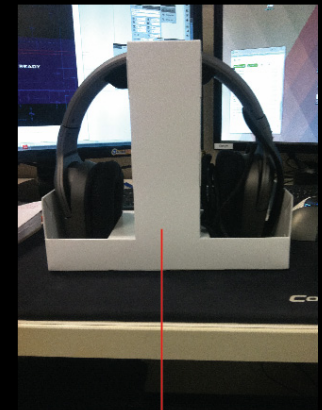
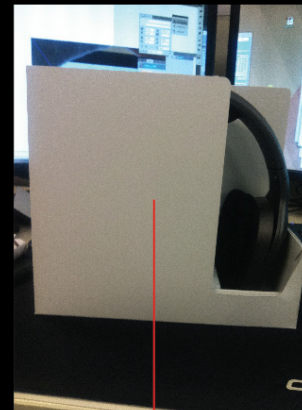
window

side view

top cover sliding off

inside flap falls when cover lifted

stand for headphones



cover sleeve

window with product

outer sleeve

inner cover

flap

last piece with no cover or inside flap

product showing through



Close up of Effect

INSIDE OF COVER -

- sound waves showing through cutout and it 'moves' when you open it



1 - Cover being lifted. Creating an effect



2



3

*FLASH Video of this effect will be given



3D Mock Up Unboxing

STEP BY STEP OF 3D MOCK UP
- FINAL DESIGN OF STRUCTURE



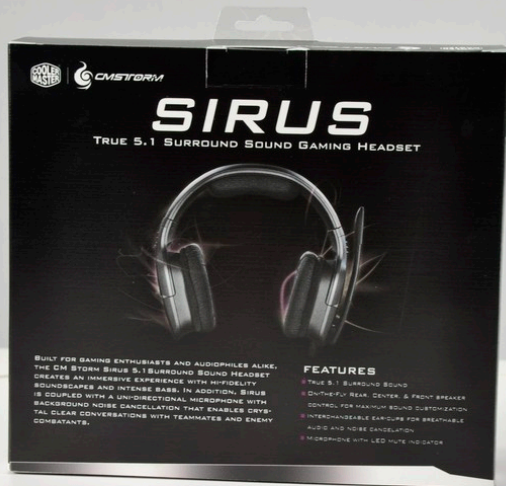


Mock Up of Box





Mock Up of Box





Inside of Box



Inside stand of box





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Thank You