

Cultura e Negócios na China –
perspectivas e macrotendências

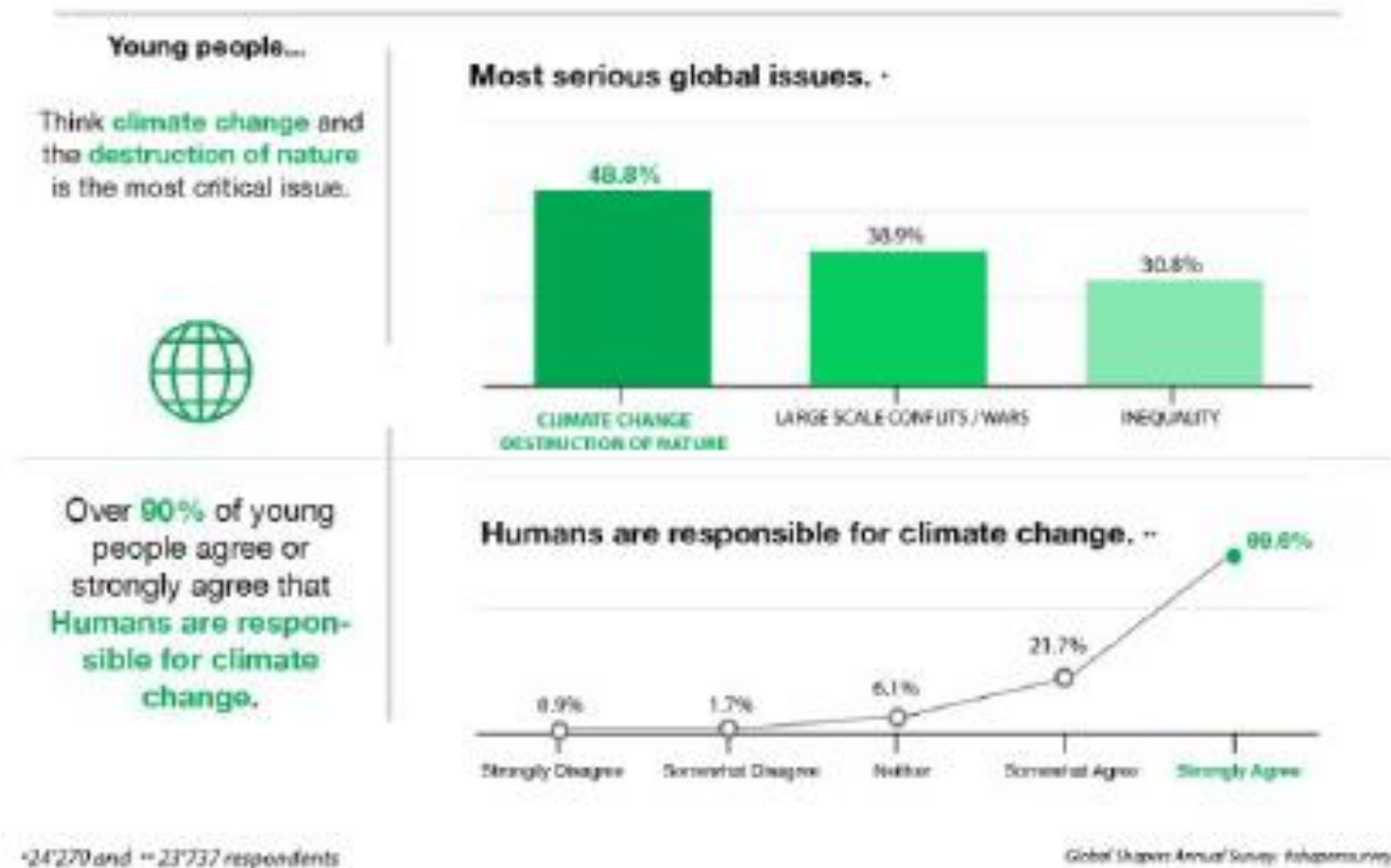
Design de Embalagens para Exportação

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Centro Brasil Design

Fifty percent of the world's population is under the age of 30. This is the highest youth population in history, and the latest [World Economic Forum Global Shapers Survey](#) (covering more than 30,000 individuals under 30 from 186 countries) tells us what today's young leaders think about our world and their place in it.

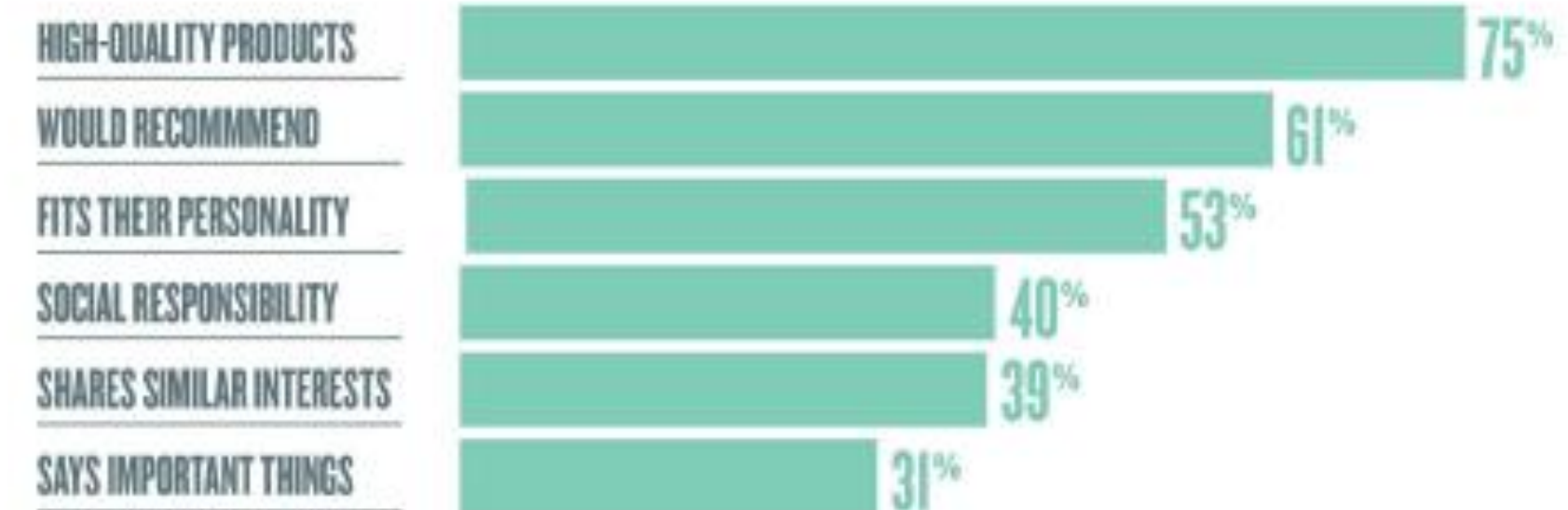
So, what are the essential insights we should be acting on in 2018?

Firstly, the millennial generation views climate change and conflict as the most critical issues we face.



Os jovens abaixo de 30 anos já representam 50% da população mundial.

IMPORTANT BRAND CHARACTERISTICS FOR MILLENNIALS



Coca-Cola and Pepsi Are Both Losing Millennial Fans

Adweek · by Christine Birkner · December 5, 2016



The battle between Coca-Cola and Pepsi just found some common ground. Fans of both cola brands are quite different in terms of education and political leanings, but both are skewing older, according to new data from ecommerce and consumer analytics provider Connexity.

Coke's largest audience is 35 to 44, while Pepsi's is 65 and over, and both underindexed in the 18- to 24-year-old demographic.

Refrigerantes têm menor apelo sobre os *Millennials*, e quando comparados com outras bebidas o desempenho é ainda pior.

- Coke drinkers lean more towards having at least a college degree, while Pepsi audiences skew towards having only high school degrees.
- Pepsi audiences are much more likely to be low-income: Pepsi customers are 28 percent more likely than the average person to earn under \$20,000 a year, while Coke customers are 20 percent less likely to earn under \$20,000 a year.
- Pepsi customers are 16 percent more likely than the average person to be self-confessed "TV addicts," while Coke customers are 12 percent less likely to be.



79% dos adultos americanos consomem chá regularmente e destes, 60% consomem opções Ready-To-Drink*.

RTD* são bebidas de baixa caloria, bebidas mistas à base de sucos ou ervas, efervescentes ou não, como Kombucha.

Cultura

Tendência

Consumo

Comportamento

Oportunidade

Insights

Estratégias

Design

Marca

Embalagem

Branding

Storytelling

Posicionamento e Propósito

Negócio



PACKAGED WITH CARE

Our unique recipes deserve a proper outfit. We strive to be as irresistible on the outside as on the inside with our signature pots. We are sustainable, we use terracotta and glass pots because we care about preserving both our yogurt and the environment. Reuse, recycle and enjoy them in infinite ways: follow your imagination!



Fancy Food Show NY, 2018

Reforço sobre o uso de ingredientes importados pelo fato de ser feito nos EUA.

Nutrition Facts

Serv. Size:

1 Container, Amount Per Serving: **Calories 160**,
Total Fat 13g (20% DV), Sat. Fat 8g (40% DV),
Trans Fat 0g, **Cholest.** 45mg (15% DV), **Sodium**
75mg (3% DV), **Total Carb.** 7g (2% DV), Fiber 0g
(0% DV), Total Sugars 7g, **Protein** 5g, Vitamin A
(10% DV), Vitamin C (4% DV), Calcium (20% DV),
Iron (0% DV).

INGREDIENTS: Grade A Pasteurized Whole Milk, Grade A
Pasteurized Cream, Live Active Cultures (S. Thermophilus,
L. Bulgaricus). **Contains:** Milk. Made in a facility that uses
coconut.

Distributed by La Ferrière Inc. Jersey City, NJ 07302. Made
locally in New York State with U.S. and imported ingredients.

KEEP REFRIGERATED. PT #36-1164

LAFERMIERE.US | #NATURALLYFRENCH

As alergias são
grande problema nos EUA

Engajamento e canais de contato
amplamente explorados



PLANT PROTEIN
Snack on plant
protein, not on fat!

6.7g
PROTEIN

EASY ON THE CALORIES
Way better than potato chips,
and yummiier than anything else.

ONLY
150
CALORIES

FEEL THE FIBER
On top of everything
else, it has fiber!

2g
FIBER

1/2 THE FAT
Of the traditional
potato chip.

NOT
FRIED

WHOLESOME FLOUR
Edamame flour, brown and
white rice, spinach.

Certified
GF
Gluten-Free

NO NASTY INGREDIENTS
or protein isolates!



Benefits

Nutrition with an Attitude

Crunch-a-mame puffs are made from
wholesome edamame, brown and white rice,
spinach, and are seasoned with scrumptious
organic seasonings.

No nasty ingredients or protein isolates!

Snacking should be fun **AND** healthy.
Remember, your Mame knows best!



Baked Crunchy

Real beets baked 'til they're crave-ably crunchy. Snacks gone simple.®

Ingredients:

Beets, Apple Vinegar,
White Vinegar,
Sea Salt

The Bare Facts

- Baked, not fried
- Fat free
- Excellent source of fiber
- Gluten free
- No preservatives
- 4g protein

Visit us at www.baresnacks.com

DISTRIBUTED BY BARE FOODS CO., SAN FRANCISCO, CA 94129
PRODUCT OF POLAND

Nutrition Facts

1 serving per container
Serving size 1 bag (40g)

Amount per serving
Calories 140

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 520mg	23%
Total Carbohydrate 30g	11%
Dietary Fiber 7g	28%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 4g	
Vitamin D 0mcg	0%
Calcium 60mg	4%
Iron 1.1mg	5%
Potassium 1360mg	35%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories per day is used for general nutrition advice.

PACKAGED IN A FACILITY THAT PROCESSES MILK.



beets, simply baked
and crunchy

- ✓ Gluten free
- ✓ No added sugar
- ✓ Fat free
- ✓ Excellent source of fiber
- ✓ No oil
- ✓ Dairy free
- ✓ Vegan
- ✓ No preservatives
- ✓ 4g of protein
- ✓ Excellent source of potassium

[see all nutrition facts](#)



ingredients: beets, apple vinegar, white vinegar,
sea salt

ingredients:

organic beets^o, organic gluten free oats^o, pineapple, coconut nectar^o, cranberries* (apple juice infused), coconut sugar^o, almonds, quinoa puffs^o, coconut chips^o, pepitas^o, hemp seeds^o, lemon juice^o, dried apples*, buckwheat^o, chia^o, amaranth puffs^o, sunflower seeds^o, peeled ginger^o, cold-pressed apple juice^o, sea salt.

^oOrganic, *unsulfured dried fruit

Contains: almonds, coconut

GF- Handcrafted with love in a **dedicated gluten-free bakery.**

Gluten Free. Dairy Free. Soy Free. Vegan.

No refined sugars. No artificial colors, flavors or preservatives aka #nonasties

Somos pequenos, nós mesmos fazemos.

Nós podemos, somos pequenos.

PLEASE RECYCLE Your Bottle.

HOW TO ENJOY:

We encourage our customers to be adventurous with Garden Granola and make it their own.. but here are few of our favorite ways to enjoy it.. other than on it's own.. straight out of the bag.

- With almond, coconut, oat or cow's milk
- On top of greek yogurt or coconut yogurt
- On top of avocado toast
- On top of ice cream
- On top of salad

STORAGE:

We don't use any artificial colors, flavors or preservatives so our shelf life is limited.

Garden Granola keeps best when:

-Stored in a dry cool place..., away from direct sunlight.

ie. not a hot car or in front of a window

-To keep product tasting it's freshest, remember to screw back on cap.

Nossa comida é real.

Sabemos como é a vida real.

**Crescimento
mundial de 25%** dos
lançamentos de
produtos posicionados
como veganos





O market share de produtos *gluten free* ou *lactose free* aumentou 15% em 2016 versus 7% em 2012.

Anuga, Colonia/Alemanha, 2017







design**export**



Alimentos e Bebidas





Produtos
exportados



Destinos

24

Setores

119

Cidades

17

Estados

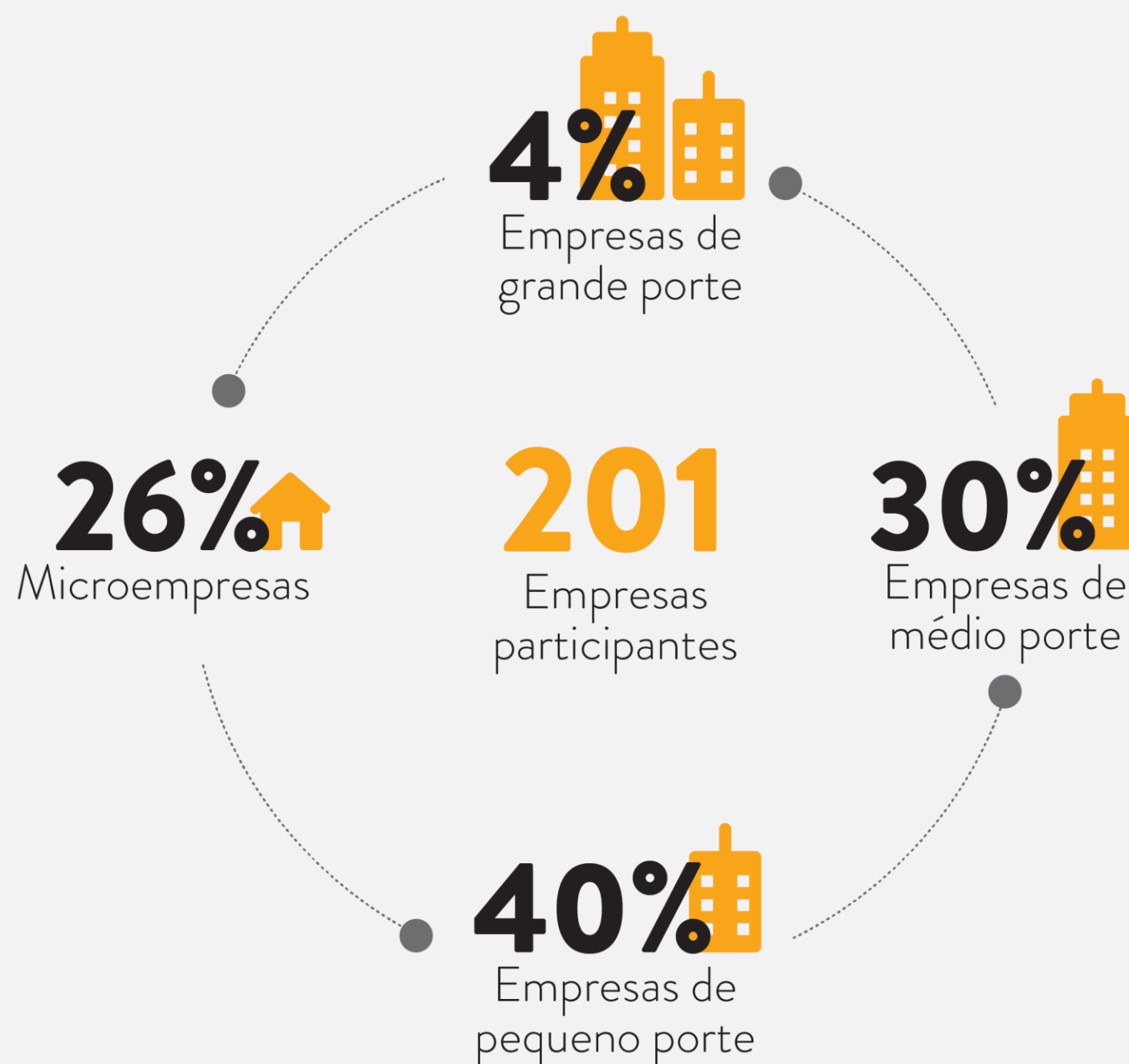
TODAS
REGIÕES

US\$
148
milhões
exportados

130

Empresas
exportadoras

6,5%
Taxa de
conversão



97%
Expectativa positiva
de aumento de
vendas

R\$ 3,5
milhões
investidos em
design

R\$ 26
milhões
Intenção de
investimentos

13
Consultores

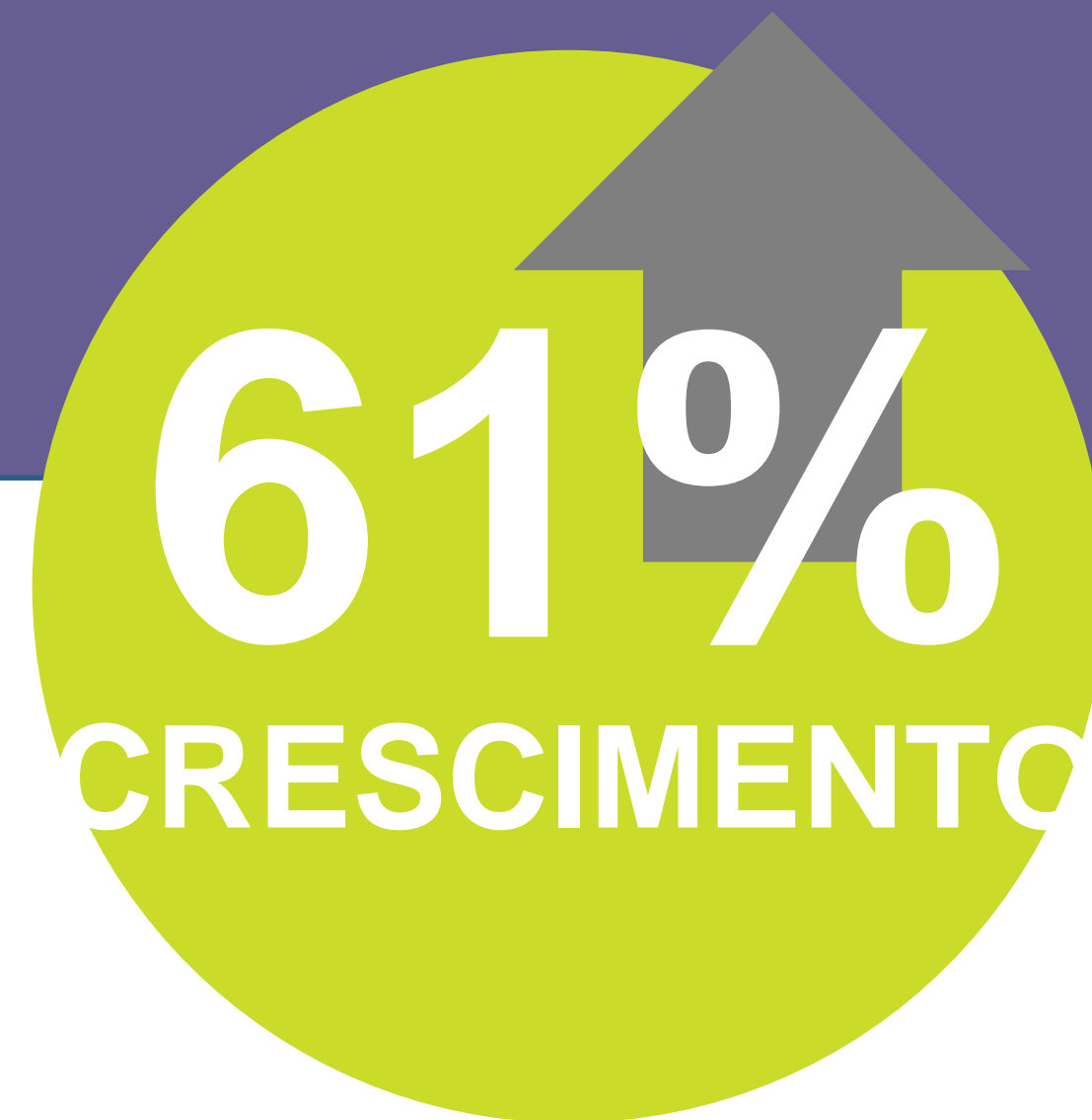
125
Escritórios de
design

99,2%
Pretendem utilizar
design novamente

79
Empresas de
embalagem

122
Produtos

EXPORTAÇÕES



US\$ 92
milhões

2015

US\$ 148
milhões

2017



CAFÉ DA CONDESSA

Design: Casa Rex



Antes

Exportação para Chile
(500kg - USD 5.500,00)

Envio de amostras para
Argentina e França

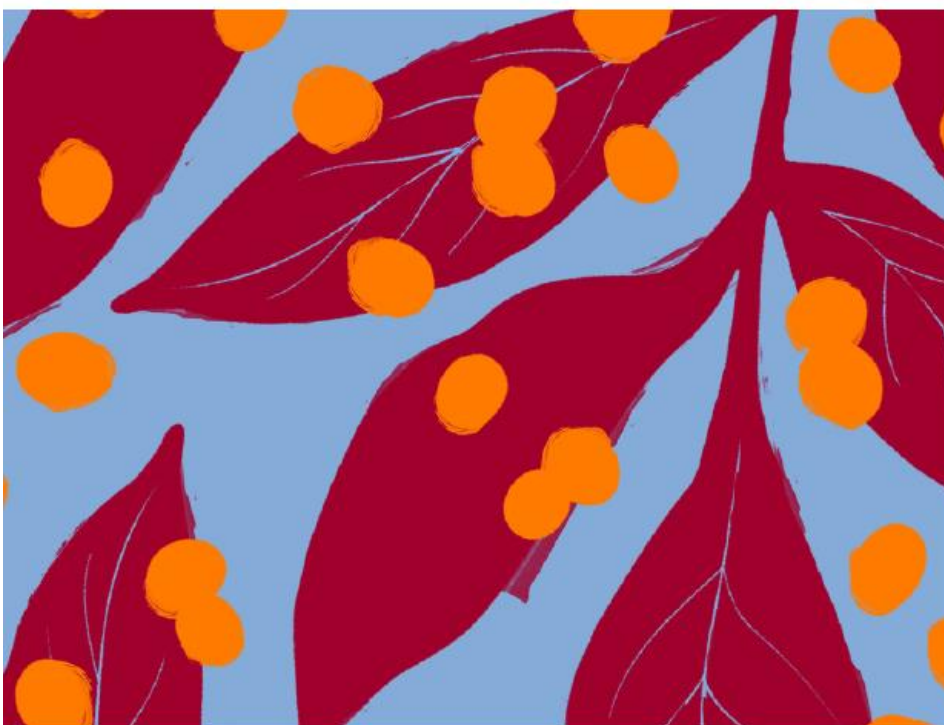
Negociação com
Duty Free

Negociação com
importadora na Itália

Única embalagem brasileira
ganhadora do Pentaward 2018

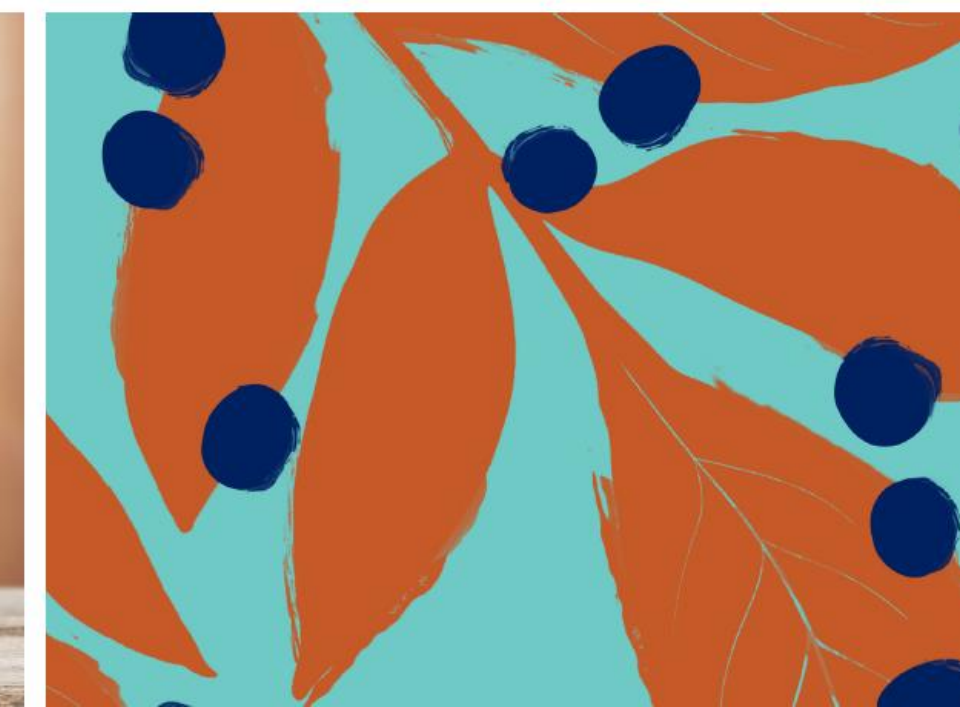


Depois



“Minha Condessa entrou no Design Export como uma moça tímida, vestida com um pretinho básico discreto e saiu uma mulher colorida, ousada e poderosa. Pronta para dominar o planeta.”

Maria Carolina



SEU NINICO

Design: Obah Design



Antes



Tradução da embalagem em 3 idiomas
(inglês, espanhol e francês)

Exportação para Dubai
(600kg – USD 2.142,00)

Novos mercados em MG
(venda em 2 grandes mercados em BH)

Negociação com EUA

2 modelos de embalagem, adequadas para freezer horizontal e vertical



Depois



SEU NINICO

Design: Obah Design



“Uma das grandes barreiras das pequenas empresas é o acesso a recursos (humanos, financeiros, dentre outros) para obtenção das informações necessárias em todos os níveis: legislação, informações sobre padrão de consumo e idioma do país de destino. O programa Design Export veio para concluir todo o processo de desenvolvimento do produto da empresa para a viabilização da internacionalização. O design agregou valor ao produto e o adequou às legislações e às culturas dos países de destino, o tornando viável comercialmente.”

Felipe Dolabela

Antes



Depois

FRUTOS DA AMAZÔNIA

Design: Chelles e Hayashi



Antes

Embalagens bilíngue e em *pouch*
com foco no mercado dos EUA
(português e inglês)

Exporta para Alemanha, França
e Emirados Árabes

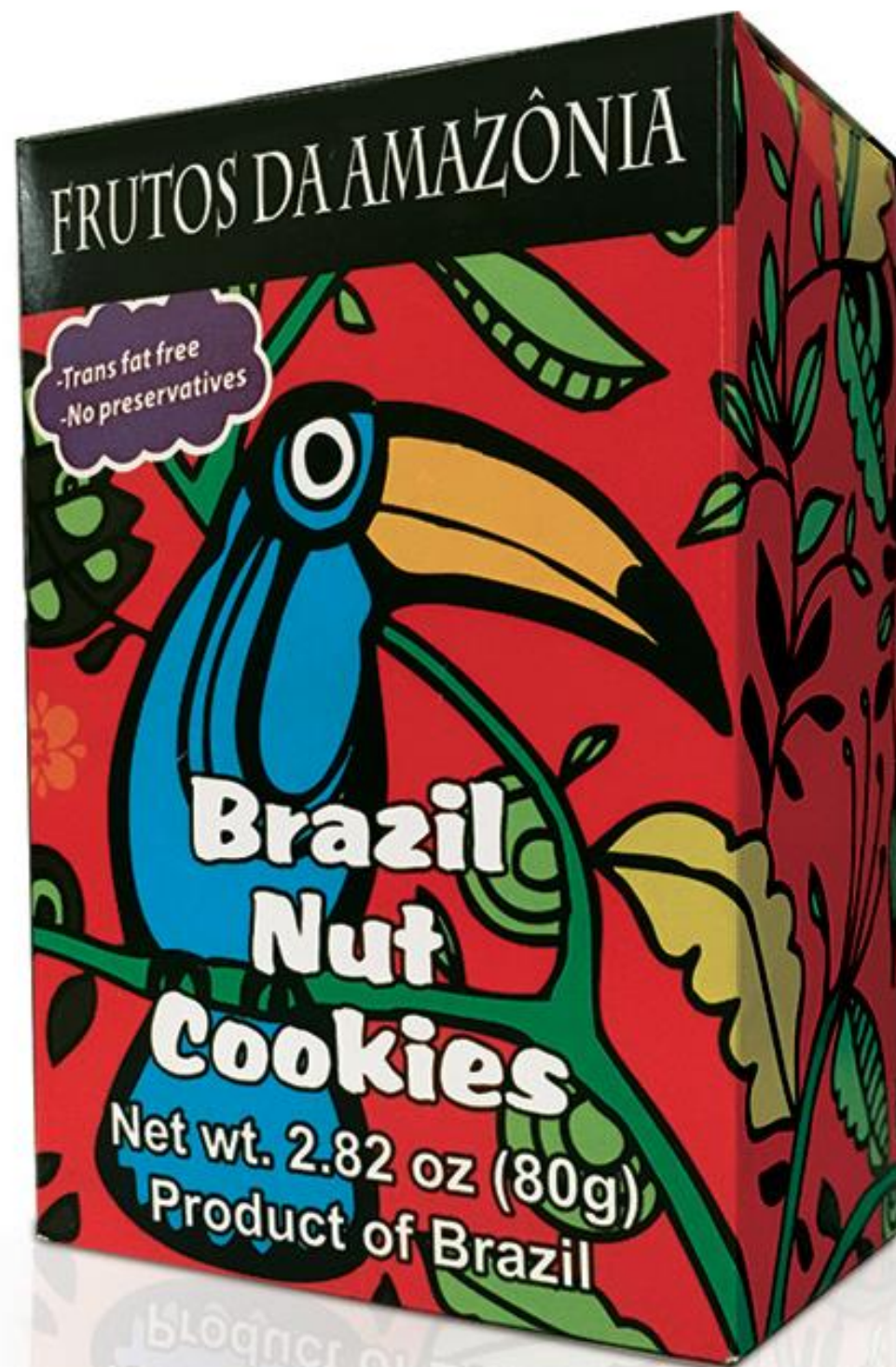
15% do faturamento
é Exportação

Vendas regulares para Kaufhof
(Alemanha)

Lançamento na YUMME Middle East
(Dubai, Emirados Árabes)



Depois



FRUTOS DA AMAZÔNIA

Design: Chelles e Hayashi



Antes

“Com as novas embalagens ficamos mais competitivos. Alteramos até o formato para otimizar o espaço nas caixas de embarque e destacamos o nome da Amazônia, algo atrativo para o mercado internacional. Nossas expectativas de retorno são grandes”.

Ana Paula Paura, exportação



Depois



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