

**unboxing experience**

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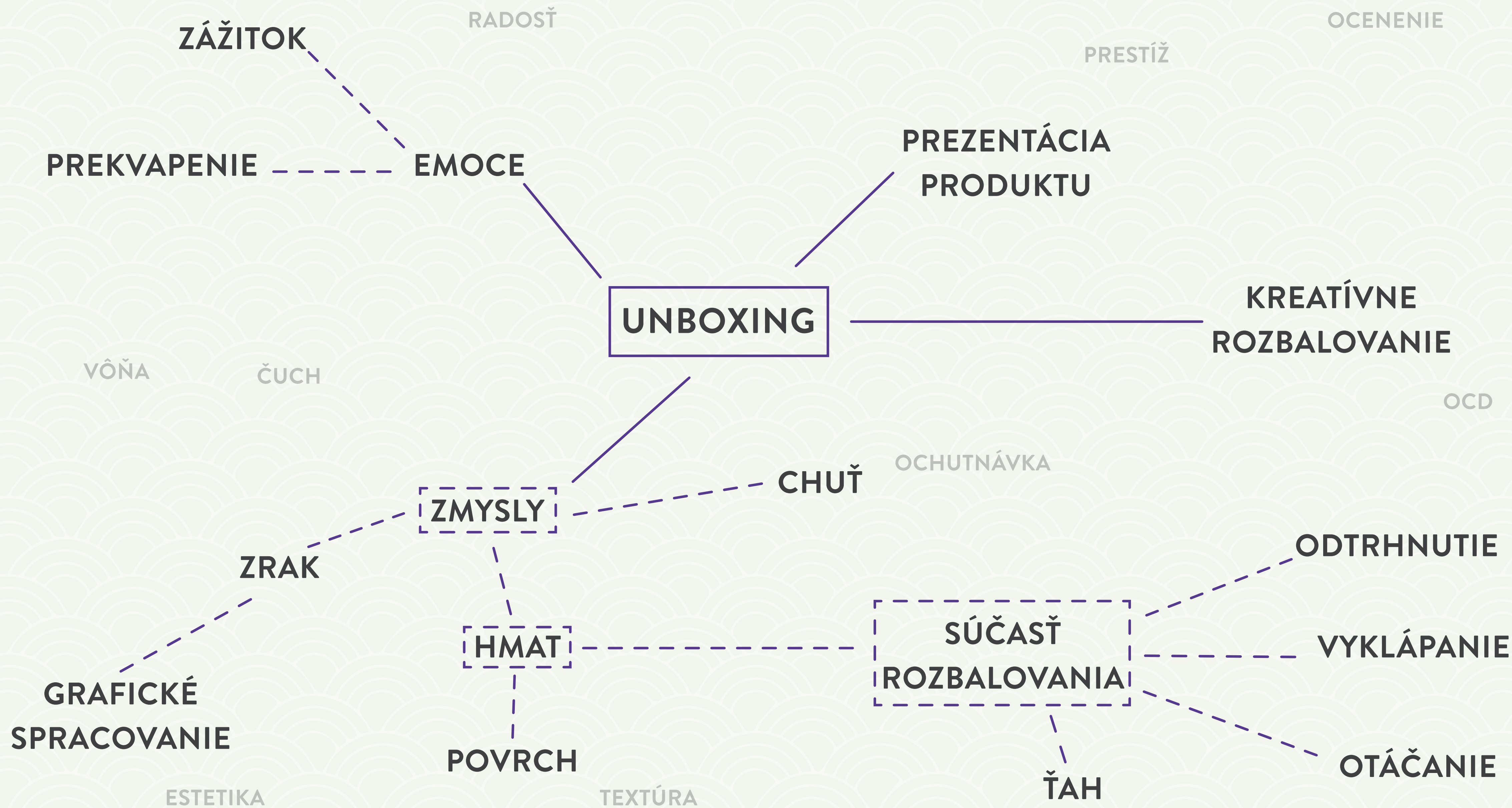
**YOUNG PACKAGE**

# ZADANIE

- ZABALTE PRODUKT TAK, ABY JEHO ROZBALOVANIE CHCEL KAŽDÝ ZDIEĽAŤ NA INSTAGRAME
- AKO ZÁKAZNÍKA VIAC POTEŠIŤ, PREKVAPIŤ, PRINIESTŤ NIEČO NAVIAC?
- OBAL MUSÍ ZAPÔSOBIŤ/FUNGOVAŤ
- OCHRANA VÝROBKU
- DESIGN VÝROBKU





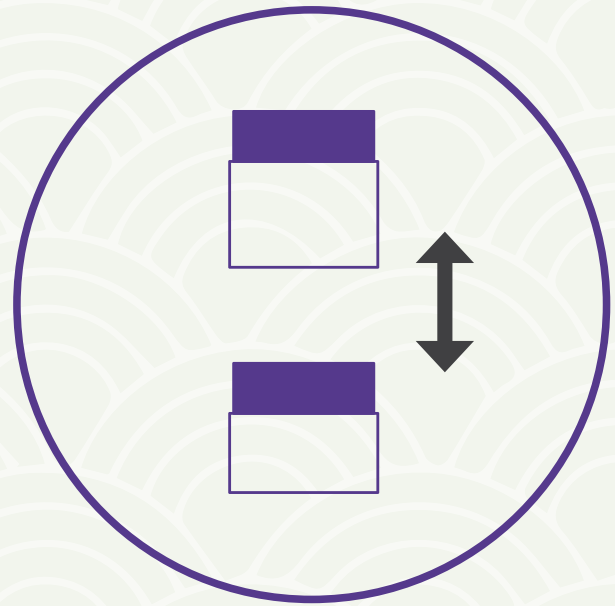




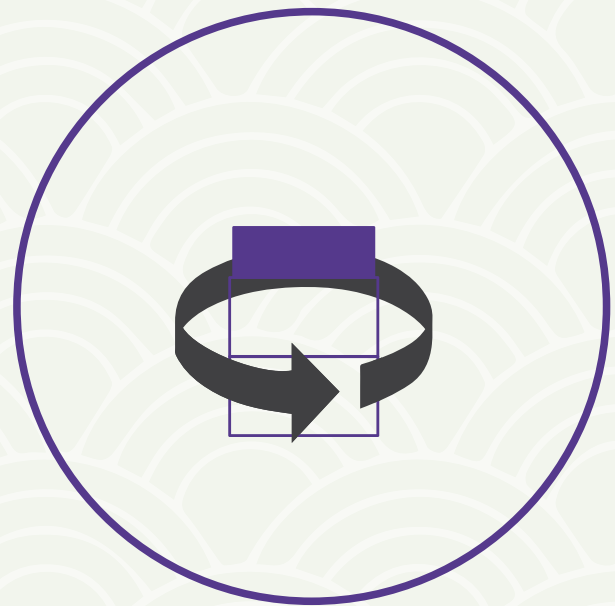
# OBAL



DARČEKOVÉ BALENIE



SEGMENTÁCIA



INTERAKTIVITA

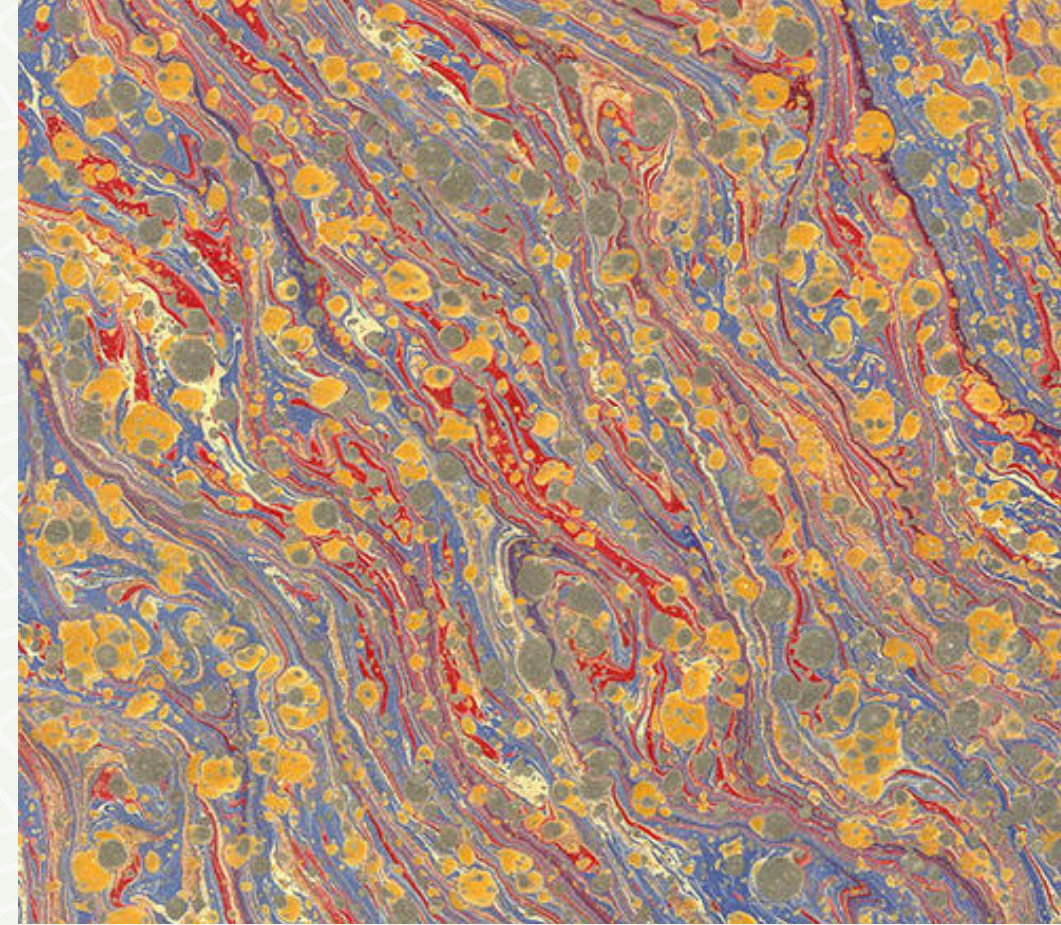




# SPRACOVANIE



**RUČNÝ PAPIER**



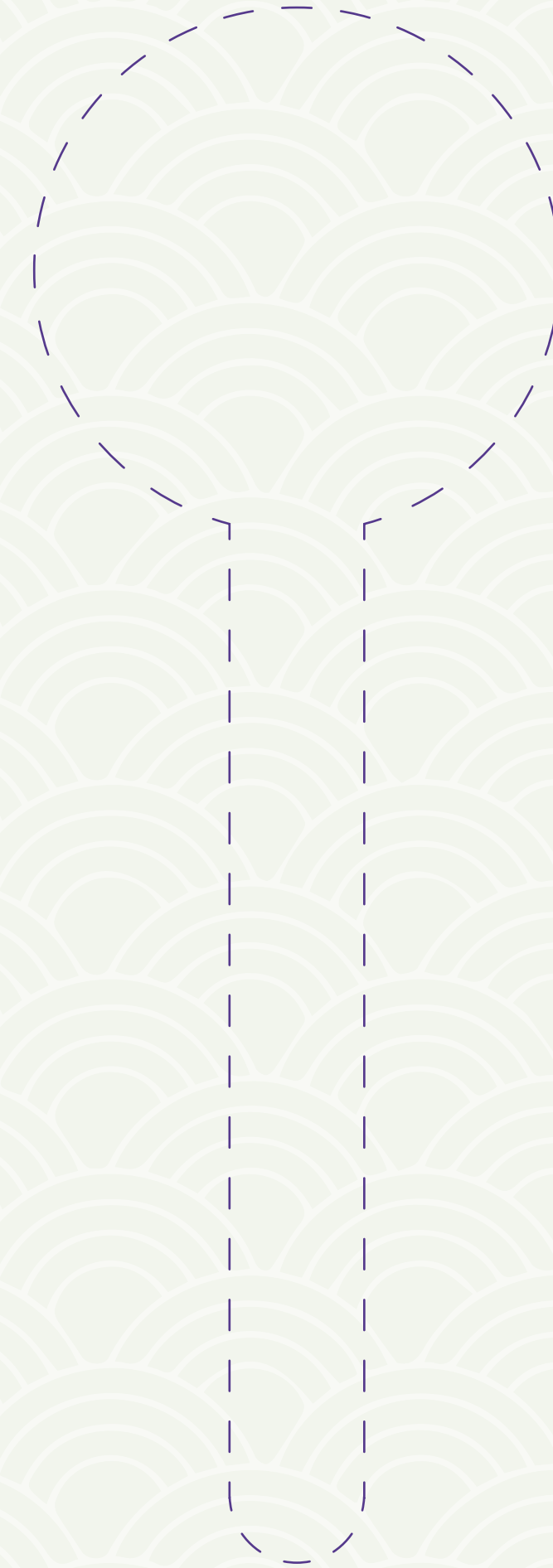
**ZOŠĽACHTOVANÝ PAPIER**



**SLEPOTLAČ**



**GRADIENT**

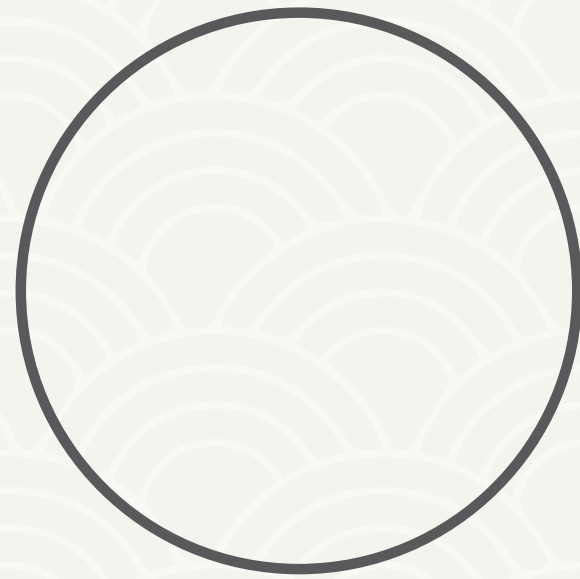


**ETIKETA**

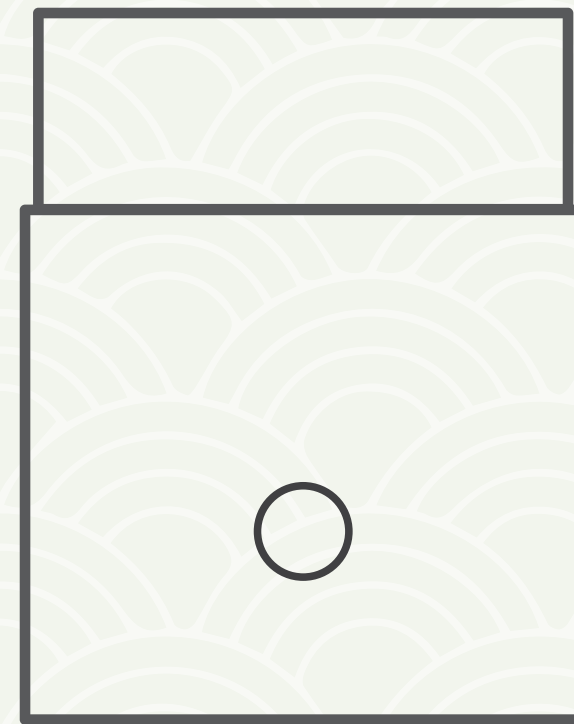
- OCHRANA PRODUKTU
- PUNC OBCHODNÍKA



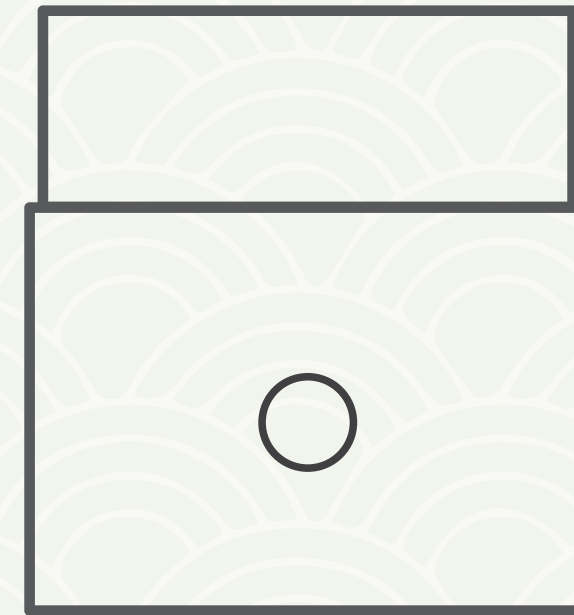
# ROZMERY



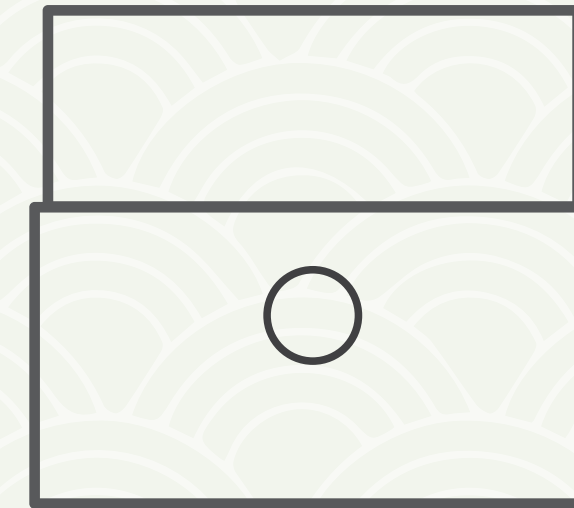
∅ 75 mm



110 mm



90 mm



70 mm

ĎAKUJEM ZA POZORNOST

