

# CONNECTED PACKAGING INNOVATION SPRINT

From Idea to Concept in Days, Not Months

CPGs want to be more connected to consumers through their packaging. They want enhanced brand loyalty. Improved sustainability. A better understanding of consumer buying and consumer usage patterns. And while connected packaging is the answer to these challenges, starting this journey can be intimidating.

The Connected Packaging Innovation Sprint is a virtual and interactive multi-day workshop with your innovation team designed to deliver a connected packaging concept ready to evaluate with consumers. Over the course of the sprint, the Jabil team provides valuable insights into the current state of connected packaging including market drivers and real consumer insights. We work collaboratively with your team to execute a series of workshops designed to understand your personas, identify high-priority data insights and develop a draft business model that validates the commercial power of connected packaging product strategies.

The findings from these workshops are compiled into an Innovation Sprint Report that can be shared with colleagues, drawing a clear path for the effort required to take a product from concept to market and the benefits to be gained. In a short period of time, we're able to take a new idea and transform it into a high-impact, low-risk format for innovation teams.

The Packaging Innovation Sprint creates momentum, providing the facts and tools you need to convince and convert the rest of your organization.

**JABIL'S TOOLS FOR VIRTUAL INNOVATION SPRINTS**

Microsoft Teams

**M U R A L**

Collaboration platform for video calling, chat and document sharing

Virtual whiteboard for ideation, concept sketching and voting

## Going From Idea To Concept

### Persona Workshop

Auto-replenishment, direct-to-consumer communications and home inventory management provide incredible opportunities to eliminate purchase friction, enhance brand engagement tactics and provide valuable product level visibility on the go. But designing a winning connected product experience requires a deep understanding of key user personas. How can connected packaging solve problems for your consumers and make life easier? The Persona Workshop is a collaborative exercise that is designed to uncover and define these persona attributes to guide a compelling product strategy.

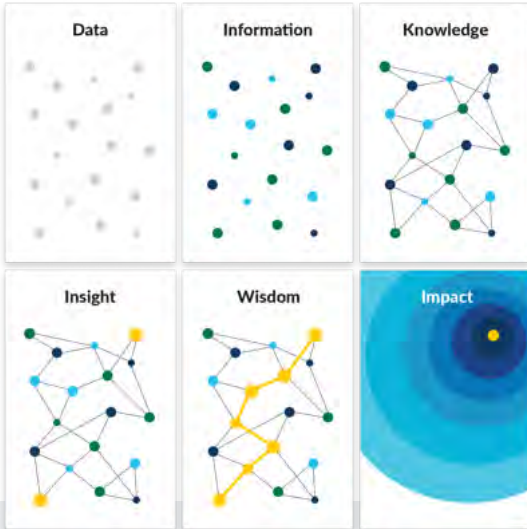


Learn more at [Jabil.com/ConnectedPackaging](https://www.jabil.com/ConnectedPackaging)

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## Insights Workshop

While the explosion of data from connected packaging represents an incredible opportunity for CPG brands, it also presents a new challenge. How can you focus on the data that matters and filter the noise that doesn't contribute to your business goals? The Insights Workshop identifies those high-priority data points and prescribes smart strategies for capturing critical product use information.

## Business Model Development Workshop

Connected Packaging represents a generational leap for Consumer Packaged Goods brands. But how will these new connected products fit into your unique operating model? In the Business Model Development Workshop, we identify the key performance levers, showing how a change in wallet share, order frequency or customer retention can impact your bottom line. Understand the financial aspect of your new product rollout and adapt as you go with a fully transparent and adjustable plan.



## About Jabil Packaging Solutions



At Jabil, we strive to make anything possible and everything better. With over 260,000 diverse, talented and dedicated employees across 100 locations in 30 countries, our vision is to be the most technologically advanced and trusted manufacturing solutions provider. We combine an unmatched breadth and depth of end-market experience, technical and design capabilities, manufacturing know-how, supply chain insights and global product management expertise to enable success for the world's leading brands. We are driven by a common purpose to make a positive impact for each other, our communities and the environment.

Learn more at [Jabil.com/ConnectedPackaging](https://www.jabil.com/ConnectedPackaging)

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