



CI : HONEST, PURE, ICONIC GLASS

A new bottle concept created
in partnership with students
at Melbourne's Monash
University: a new generation
of designers inspiring a new
generation of consumers

Millie makes it easy for consumers to enjoy their
recommended daily intake of 2 fruit servings.



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Introducing



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One bottle,
Two daily serves



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Satisfying industry

**Millie encourages
consumers to
purchase and
drink more juice**



Satisfying consumers

**Millie helpfully
delivers their
recommended
daily fruit intake**

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A desire to consume healthily

Consumers are increasingly aware of the importance of nutrition. Many know about Government intake advice, and actively seek out healthy options.

However, consumers being time poor and there also being a shortage of convenient, reasonably-priced products, means they do not always find it easy to meet recommended daily amounts of fruit and vegetables.



Meeting daily recommendations

Health experts recommend a dietary intake (RDI) for consumers of '5+2' – that's 5 servings of vegetables and 2 servings of fruit.

This daily guideline might be simple enough, though it's not always easy to make sure you and your children are meeting it.



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A woman with a large, dark afro is holding a whole pineapple over her head with both hands. She is wearing a red and white striped shirt. The background is a solid yellow color.

Getting the consumers' view

We spoke to 500 consumers in 14 Australian cities. They all bought fruit juice at least once a month. And half the respondents had one or more children (aged 9-17) living at home.

We got their views on healthy eating, RDI and our proposed bottle solution.



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Eating healthily is their aim

We asked if a balanced diet,
with the right types of food,
was important.

84%

said important or
very important

93%

of parents surveyed
said important or
very important



*Source: Mobius Research and Strategy Ltd Two Serve Concept Testing, October 2018

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Fruit & veges are key

We asked if fruit & vegetables, as part of a healthy and balanced diet, was important?

94%

said important
or very important



*Source: Mobius Research and Strategy Ltd Two Serve Concept Testing, October 2018

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The 5+2 concept needs clarity

We asked if they knew about the 5+2 campaign?

71%
were aware of it

43%
of parents knew specific number of servings

37%
knew specific number of servings



*Source: Mobius Research and Strategy Ltd Two Serve Concept Testing, October 2018

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Having an RDI target is helpful

We asked if knowing your RDI is helpful?

80%
said it was useful
or very useful

45%
of parents said
it was useful or
very useful



*Source: Mobius Research and Strategy Ltd Two Serve Concept Testing, October 2018

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Few are hitting their RDI target

We asked if they were eating their recommended dietary intake each day?

18%
consumed their
RDI every day



*Source: Mobius Research and Strategy Ltd Two Serve Concept Testing, October 2018

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Knowing fruit and vegetables are important is one thing. But making them part of a healthy diet each day is another

“My child is really fussy and doesn’t like a lot of fruit that is in season.”

“Eating the recommended daily fruit and vegetable amount is sometimes a bit difficult because of lifestyle.”

“Not sure how to incorporate it that much, especially fruit.”

“We’re too busy to think about this all the time.”



*Source: Mobius Research and Strategy Ltd Two Serve Concept Testing, October 2018

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A bottle to get juices flowing

500 consumers viewed the concept bottle.

“A bottle with a tasty and nutritious juice drink with no added sugar, that’s well priced, easily available, and contains the recommended two servings of fruit.”



*Source: Mobius Research and Strategy Ltd Two Serve Concept Testing, October 2018

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We asked about first impressions

“Looks scientific... the science of health, I suppose.”

“Looks quite new age.”

“It’s a nice looking bottle, and glass is better than plastic.”

“The idea of glass and fruit being natural works well - much more than a plastic bottle with your two servings.”



*Source: Mobius Research and Strategy Ltd Two Serve Concept Testing, October 2018

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We asked about Millie's qualities

Over 81% agreed

- It's eco-friendly
- It could come in larger than 2 serves

Over 77% agreed

- It works well with the 2-serve idea
- It will appeal to adults
- It looks easy to drink from
- It's suitable for on-the-go
- It's more interesting than normal juice containers

Over 75% agreed

- It's sleek and sophisticated
- It would be easy to store
- It looks like it contains a quality product
- It could work in a multi-pack

Over 73% agreed

- It's eye-catching and attractive
- It would appeal to 9-17 year olds



*Source: Mobius Research and Strategy Ltd Two Serve Concept Testing, October 2018

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We asked if it would make following RDI easier

69%

Think it will make it a little easier

31%

of parents think it will be a lot easier with regards to their children

25%

Think it will make it a lot easier



*Source: Mobius Research and Strategy Ltd Two Serve Concept Testing, October 2018

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We asked if they would try it

59%

said likely or very likely to try it

64%

of parents said likely or very likely

“I’m willing to try any methods that work.”

“If it’s easy and good for you then I’m all for it.”

“Sounds like an easy way to get my recommended daily amount.”

“I try to make my boys fresh juices every day but sometimes we simply don’t have time so this option sounds great for days like that.”

“I don’t buy fruit from servos or cafes - but I can see myself buying a drink that is the equivalent.”



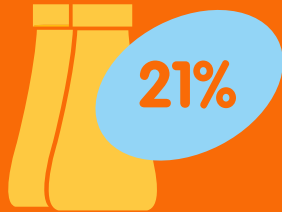
*Source: Mobius Research and Strategy Ltd Two Serve Concept Testing, October 2018

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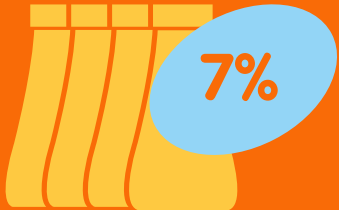
How many bottles, and from where, would you expect to buy?



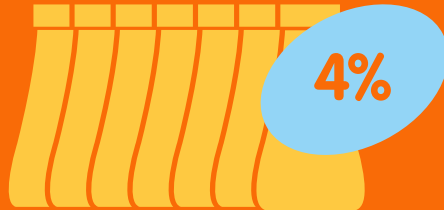
at least 1 bottle



2-3 bottles



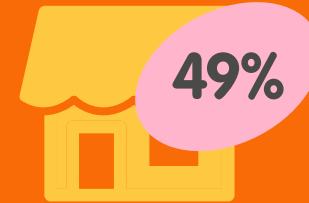
4-6 bottles



7+ bottles



said supermarkets



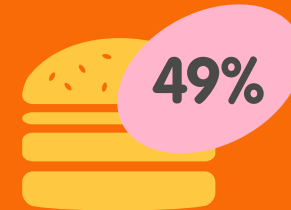
said convenience
shops



said health
foods shops



said cafes



said fast food outlets



*Source: Mobius Research and Strategy Ltd Two Serve Concept Testing, October 2018

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Research across all categories shows that glass can greatly enhance brands, offering a number of advantages compared to other packaging:

SUSTAINABILITY

Glass is natural, made from three simple ingredients: sand, limestone and soda ash. This makes glass endlessly recyclable.

TASTE

53% believe that products taste better in glass packaging. Glass preserves flavour. When you drink something that's packaged in glass, you experience the pure taste of that product - nothing more, nothing less.*

HEALTH

Glass is pure and non-reactive. It is the most neutral and natural of packaging materials - and it's also a natural barrier, virtually impermeable to oxygen.*

QUALITY

55% believe glass packaging is more premium. Products in glass say 'quality'. It's the only packaging material that people are inspired to save, reuse, collect and display.*



*Source: Neilson Research Glass Packaging

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Millie was created in a collaboration between O-I Glass and students at Monash University

Stage one:

60 students developed creative ideas and solutions to a brief.

Stage two:

Two students were given internships with O-I and Voice to further develop concepts through to the final bottle.



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Product features

Millie is the easy and helpful way for consumers to have their two recommended fruit serves per day.

Handy on-the-go size

- 250ml capacity
- lightweight 175g
- 158mm height
- 38mm lug closure

Two-serve design to educate and support consumers with their RDI:

- embossed with a two-serve measuring line
- flask styling indicates the scientific thinking behind the bottle



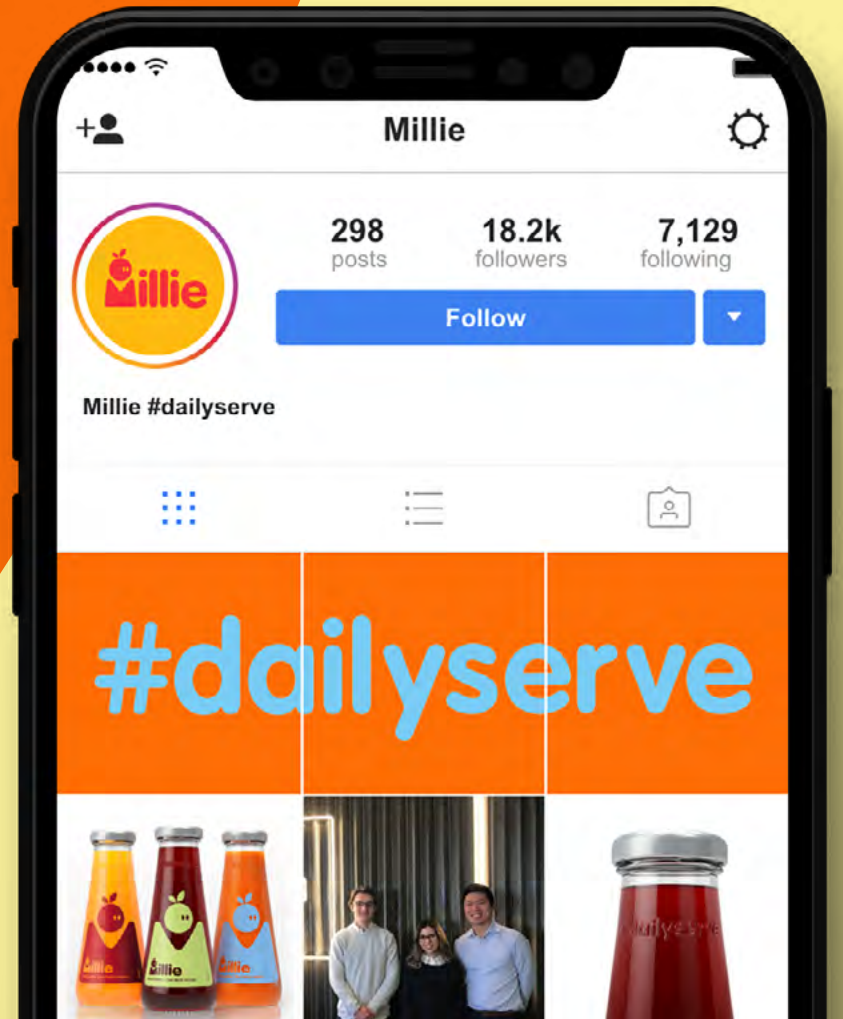
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Activation support

O-I believes in the importance of RDI guidelines and the leading role Millie can play in making it easy for consumers to achieve their daily two servings of fruit.

There are a number of ways in which we can assist our customers with an activation launch.

Plattar are developing an AR application to help consumers understand daily intakes.



O-I is trialing the *Millie* bottle in April 2019 and will go into full production shortly after

O-I is looking for launch partners to make this happen



Thank you



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