

# a branded world

PODCAST

with  
**Luiza Campos**



023 | DELIVERING A BEAUTIFUL  
EXPERIENCE WITH EVELIO MATTOS

**EPISODE TRANSCRIPT**

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## A BRANDED WORLD PODCAST – 023 | DELIVERING A BEAUTIFUL EXPERIENCE WITH EVELIO MATTOS

Luiza Campos:	00:00:00	You're listening to a branded world podcast, episode number 23.
Announcer:	00:00:08	Welcome to a branded world podcast where we explore great brands and give you tips, tools, hacks and guides to create brands that captivate clients and drive growth in revenue. And now your host, Luiza Campos
Luiza Campos:	00:00:27	Hi everyone and welcome to another episode of a branded world of branded world is a member of the Alberta podcast network powered by ATB. Today's episode is super interesting. I am interviewing mottos if value is one of the best packaging designers in the world, and he was named one of the 2017 people to watch by graphic design USA. If value is the creative director of both formal structural packaging and design packaging in him and his team are known for delivering the best of structural engineering and creating this unforgettable consumer unboxing experiences. And the list of companies that they work with is very long and our companies like barns in New York coat Lilly Pulitzer, Michael Kors, birch box, Valentino gap, Neutrogena, Sephora or Tiffany, Caroline Herrera, and many others. So it's a very long list of high profile clients. And in this episode, even if you're not a luxury brand or don't even have a physical product, either one that is a retail shop or through an online store, this episode is still really useful for you because no matter what, you do have a client experience, no matter in what industry you are in, if you have a contact with a client or have a client experience and when you hear Evelio, talk about the client experience with your product or service and how they think him and his team.
Luiza Campos:	00:02:05	Think about that client experience when they are designing a package innovative format from a bag to a very fancy box. You can learn a lot from the thinking behind the designing of these packages because it is all about the client experience and how they will perceive your brand. So as I said, even if you don't have a physical product, I believe you still get a lot out of this episode. And if you do have a physical product, well this is a must. Listen, because you will be listening from one of the best packaging designers in the world besides being one of

the world's top packaging designers if value is an amazing teacher, so listening to the way he explains the thought behind the packaging is very inspirational. Make sure to check the show notes. I will be including some of the learnings and information shared by a value as well as links to some of the places where you can find more information from him. Things like social media of course, but also skill share classes and some of the magazines that he contributes to like dye line and how magazine makes sure to go to the show notes at the end of the episode and you can find those at [abrandedworldpodcast.com](http://abrandedworldpodcast.com). So here's my interview with a Evelio Mattos.

- Luiza Campos: 00:03:29 High Evelio. So nice to have you with us today.
- Evelio Mattos: 00:03:31 I'm so excited to be a part of this.
- Luiza Campos: 00:03:32 I am a huge fan of packaging and I think is an integral part of a brand. So I'm so excited to be talking to you about this because of course you are one of the best packaging design in the world and work with such amazing brand. So I'm really interested to hear about you and how you approach design and packaging specifically to help strengthen brands. But before we get to that, I would love if you could tell us a little bit about your background, how you got started and how did you get into this business.
- Evelio Mattos: 00:04:12 Absolutely. It's always a fun story for me to tell when we do conferences or I'll. I'll speak at different universities. Origin story is always exciting. My, my personal origin story is always exciting for me to talk about because it's so crazy. You know, I was born, I was born in Columbia into poverty and somehow my parents made it into the United States from South America and really from, from that humble beginning, just working hard and going into the military, building my own small agency and then leaving that to become part of the team here at design. Packaging has been a long road. But one of the things I love to talk about when I'm speaking to the students or young designers is that, you know, your history doesn't dictate your future, right? Doesn't, it doesn't matter where you begin because we've all had these struggles. You can turn that into a positive and build something new for yourself,

- Evelio Mattos: 00:05:10 then you can achieve anything so far that have really been a long, long road.
- Luiza Campos: 00:05:17 You're so right and I always tell my clients this because a lot of people and even great brands. They all, or most of them had very humble beginnings. So it's, it's so true to, hear that. But how did you get into packaging specifically?
- Evelio Mattos: 00:05:34 Yeah, absolutely. Um, so as a, as a designer and my focus was a illustration and graphic design. And as I, as I built a career around design, um, I had the opportunity to work on the packaging for some software that was, I was coming out in the, in the nineties as I began working through the structure and taking existing boxes and doing competitive analysis of, of packaging. It was, I realized how much I loved building and taking things apart and you know, making these mock-ups that really that day, working through that, that structural packaging, I found this passion for packaging. I mean I had always loved packaging. I always enjoyed it, but I never really thought of it as a career. I always thought it was, you know, graphic design, graphic designers would do all of the visual and that was so much fun and the color and everything, but really just breaking it down and building this packaging structure for, for software back in the days when, you know, you would buy software and there would be multiple CDs and books and there'd be inserts and it's not like today where you just download it and there's no packaging.
- Evelio Mattos: 00:06:43 But it was so. It was so much fun in that. That really started it for me. And when I had the opportunity to be a part of design packaging that, that really gave them the opportunity to, at that time begin to build a, this packaging career that I'm so, uh, lucky to have
- Luiza Campos: 00:06:59 justTell us a little bit because I know you are, as you mentioned, with Design Packaging, but you also with another firm called Forma, so you can tell us a little bit about those two, those two businesses and the type of work that you do. Just to give the listeners some perspective on the work that you do.
- Evelio Mattos: 00:07:17 Design Packaging is focused on creating a consumer experiences that speak to the brand promise. A lot of the brands we work with are either in the luxury space, tech space or are start ups. In terms of packaging, Design

Packaging handles everything from the structural design to the visual design to manufacturing, importing and exporting of the product, the product, and really handling all of the inventory needs for the brand. Uh, one of the things that we'd love to talk about is a brand harmonization, which is really our team being able to support these brands by handling all of the components of their packaging, bringing everything together so that when the consumer has that final unveiling experience, it all speaks to the brand and the brand promise where Forma a differs is that Forma doesn't manufacture Forma, doesn't do visual design format, only does structural packaging. Um, so the benefit there is that agencies, startups, even brands that have packaging teams, they'll reach out to form a and form, it will engineer the packaging structures considering how the product's going to be fulfilled. So the fulfillment process and then how the product's going to be unveiled, how the product's going to be protected and what we deliver is mechanicals that outline the complete experience and allows that internal packaging team to do all the visual design. And then they can have that manufactured with their own vendors. Really broken that up into two complete sections that, that address two completely separate market needs out there.

Luiza Campos: 00:09:10 That's awesome. And so there's so many things that you talked about that and really interested in a degree, but I think there's some brands that understand the importance of packaging, but there's a lot of other brands and they see this often, particularly with smaller businesses or startups that for them that's sort of a second thought or they don't put a lot of emphasis in packaging. And I would love to hear from you. I mean you already touched in your comments in a couple of the really important elements, but I would love to hear from you. What is your view in the role of packaging? You know, what, what is the role of packaging in expressing and strengthening the brand?

Evelio Mattos: 00:09:55 That's a great question. And I think your, your statement of packaging. So there's a lot of small brands out there that don't, that don't realize how important it is. You know, I'm not sure that they don't understand the importance. I think that the biggest challenge for smaller brands are startups is understanding the overall process of packaging and the budgets. I need to be applied towards them. So it's an easy thing to overlook when you

don't understand those components specifically on timing. One of the, you know, we've, we've put together several, several blog posts that are available on the direct line or available on our blog, the mood board, which are these startup spotlight articles and it really, it really breaks down packaging for a startup and one of the biggest things that we get questions on his timing. Um, so for these smaller brands, what happens is they'll have product and they need packaging and then they'll reach out and say, you know, what we need, we need packaging that needs to be launched in three weeks and not realizing long lead times for packaging, for design, protesting, for manufacturing, for shipping.

- Evelio Mattos: 00:11:02 Um, you know, lead times can be three months, sometimes more. And for those hurdles, a lot of these smaller brands will just say, you know what, we don't have the time now we're going to take a stock packaging product and use that. And then once they start using it, they just lose sight of it and they move, they move forward with it. But in terms of the role that packaging plays and benefit of packaging, I think everybody agrees on its importance and its role for us is really packaging is that romantic side of the brand, right? It's the. It's the romance, it's the physical touch. It's that the packaging is truly the brand's physical embodiment and delivers that brand promise. Haven't you ever received a something purchase? Something had been super excited to open it and once you get home and you go to unbox it, the packaging is so poor that you are underwhelmed by the experience and the last feeling you have about product or that brand is on. That's really too bad.
- Luiza Campos: 00:11:58 Yes. Or the other way around. Exactly. The packaging is so amazing that it's an experience. It's made and made it. That's why the, you know, there's a lot of those unboxing videos. Maybe that's why people like them so much because of the experience of these unveiling of the brand.
- Evelio Mattos: 00:12:22 Correct. Absolutely.
- Luiza Campos: 00:12:23 In a way, what you're trying to do when you work with your clients is it to match that not just the the way the package looks, but the actual opening of that package to match with the brand, so try to make that an experience that should be equal to the brand perception that people have

- Evelio Mattos: 00:12:45 one hundred percent. The packaging is the most direct communication that a brand's going to have to speak to that consumer besides the product itself. Right? Because if I'm purchasing from something through e-commerce or if I'm going into the store, so we're going to have a salesperson that's going to talk to me, they're going to be great. I'm going to love them. I'm going to purchase the product, going to take it home, but once I open it at home, there's nobody there to talk to me. If there's nobody there to tell me what a great experience I had online three days before when I purchased the product online. The only thing that's there to build the excitement once again to create that anticipation to make me feel that the product I'm purchasing is a quality product, is the packaging. The packaging has to do all the heavy lifting in that moment and that that's why that moment, that unboxing, the unveiling moment so critical, you can either elevate the experience for you can underwhelm the consumer
- Luiza Campos: 00:13:33 and when you're working with your clients, how do you go about understanding what that brand experience should be like? What is, what does that look like, that engagement with the clients.
- Evelio Mattos: 00:13:47 That's great. That's a great question. It's extremely critical that everybody involved has a clear idea of their role, so the team on the brand side, they're communicating to us all of the information from the brand, what they've built, what their goals have been, what their targets have been as well, so that we know what their intent has been. It's our job to also go through the process of experiencing what the consumer experiences. So many times we'll be in store role-playing as that consumer will go in to the doors, will, will purchase the products, will listen to the sales, the salesperson on the floor or the sales manager on the floor and see how everything is displayed and then we will have our own take on what that experience is, understanding the backstory, the brand's intent, and then seeing the realities of what's being delivered on the floor.
- Evelio Mattos: 00:14:34 We're able to then either communicate back to the brand, here's how it be felt for years, how the packaging created a two opportunities, maybe the product doesn't fit properly, or the salesperson on the floor package the product correctly. Or are they packaged it the way that, that didn't unveil it at its most, uh, at a high potential. And

then from there, once we kind of lay down the groundwork of here's where the brand wanted to go, and here's where we actually are, and here is the new direction that we feel will take us back to that original intent. It's extremely critical that we go through the experience and we don't just take the brand's word for here's what you're going to experience. We have to experience it for ourselves. We have to put ourselves in the consumers environment, so not only purchasing in store, we purchased it online, we'd take it home and we do the unboxing and our kitchen.

- Evelio Mattos: 00:15:22 We do it at our dining table. You have to understand that consumer's environment to be able to design for that, right where we can all design a beautiful unboxing experience. If it was in our offices and were, you know, everything is white, everything is pristine, everything is clean and the whole focus is the packaging, but the reality is that when somebody opens a box, when somebody gifted something, they're going to be at home, they're going to be at a dinner, they're going to be at a party. It's never a pristine environment. As much as I would love to say my house was perfectly clean all the time.
- Evelio Mattos: 00:15:56 knowing the clutter we design for that reality. So how do you make that experience? How do you make that packaging in an environment that's out of our control? Right? So is it large logos? It's smaller logos. Is it textured? Is it color? So that when you go through the unboxing experience, the product is the hero. You've built the anticipation, you've given the client, the consumer a moment to breathe before they opened the box and forget about whatever else is on that table. Whoever else was yelling and screaming in the background, right? We want to focus the attention to the product, uh, through that, through the packaging and on to the purpose of the package.
- Luiza Campos: 00:16:37 I love that you do that because I think it's so important to understand the consumer experience. And you know, this is something that I talked to my clients a lot, you know, when was the last time you went through the life cycle where the touch points with the company as if you were a client, as if you were just anyone from, from your audience. So I love that you're doing that because of course one thing is the intention that the brand has in building that brand perception or the experiences that



they aspire to build. But the other thing is how it actually translates into reality. Right in. And I love that you were really in tune and thinking about the moment when the client actually in packages the product because yeah, it will be at home with the kids are yelling and you know, the darkness arcane and or whatnot. And so what does that look like? Right? And, and I'm making that an experience that really reinforces that they made a good purchase, that this is the product that they were hoping for. This is the experience that they were really trying to achieve by purchasing that product. Right. So I love that to doing that. And you're thinking about all those elements. Could you share with us maybe some examples that you've seen some brands do that you know were really great examples of how they use packaging to reinforce the brand and that experience

- Evelio Mattos: 00:18:07 In terms of packaging and who's doing it well know? I think for us it's really important that we don't look at packaging has inspiration so that we don't create some hilarious things that are in the market. We really looked to different areas, either hospitality, technology, fashion for inspiration on packaging, and it's really important to look outside of your area of expertise to look similar to other people. In terms of who does it really well in different markets. I think cosmetics in cosmetics, it's packaging those products or Mascara, nail Polish. The packaging really takes into consideration how you're holding it and how you're applying it, but also how it sits on shelf. So looking at it. Cosmetics, you know when you're. When you walk through. I mean that's. That is like a museum of of packaging and with cosmetics there's a lot of budget that goes that is applied towards the packaging itself because it's such a competitive space that you're able to see a lot of great packaging and for those types of brands that are in those retailers, the retailers really pushed for excellence in packaging because they also don't want to have poor packaging on shelf. So if you're looking for examples of great packaging and who's doing it well, you know, walking through a cosmetic [inaudible] he is a great experience. It's a great place to look.
- Luiza Campos: 00:19:29 That's a very good point because in some circumstances in cosmetics being one of them, you have your product sitting in shelves alongside all your competitors. So packaging is one way to really stand out, standing out in

competing against everyone else in that, uh, you know, in the field you're in.

Evelio Mattos: 00:19:54 I mean it's a lot of fun, but it's very important to understand the challenges, the challenges of, of competing. And they began as a sunscreen company for, for children on the bottom shelf. Prime real estate especially for cosmetics on are the things that we created for their packaging. Anytime somebody walks by it because it created a flat surface on which they could read the information and it was splashed with this bright yellow product along the floor, you would just see the sea of yellow and you could see that that space from a distance, you know, understanding where your product is sitting on a shelf is really important for how to compete and understanding the lighting that's in that space and knowing that all the plaque, all the packaging on shelf is flat. Like when you looked down the cereal aisle, creating any type of difference in that structure is going to catch that light differently. It's going to reflect differently. Um, it'll give you any opportunity to communicate from different angles to the consumer. So understanding all of that is really critical. And designing packaging, supergroup super group has grown to be, you know, have a wonderful, beautiful brand. And I just remember back many years ago when it began having packaging that wasn't flat, that wasn't just the typical box was so different that it really became a talking point for that brand. And to this day they still use that angle box even though now they're at eye level and across many, many retailers.

Luiza Campos: 00:21:47 It's a great example. I love the example of a small brand that is starting up and in the bottom shelf and you know, not a lot of attention, terrible real estate for any product, but they understood the importance and value of packaging in that space and how that could help them elevate the brand and of course help them succeed in the future. Because I think in going back to some, to my comment initially, I think a lot of companies or brands, they understand the importance of marketing or advertising, but understanding that that has also to go with the packaging and packaging in the physical store can, can make or break a brand, right, can really make someone pay attention and purchase, grabbed that product and purchase, choose that product versus another one that is at eye level or that is more well known. It has more trust in confidence, right? Because

they've been around for a long time. So I love that example because it really shows how packaging and of course the brand quality and the quality of the products, all of that has to be there, but when you're in the store and you have a sea of other options, being able to see this new product that is in the bottom shelf and capture someone's attention and curiosity to bend down and look at it. Right. Is, is the packaging is what does it. So that's a great example.

- Evelio Mattos: 00:21:47 Absolutely, Packaging has that power.
- Luiza Campos: 00:23:21 Yeah. And you also mentioned when you were talking about cosmetics, you talked about how it's also important, the way he feels, the way you hold it. So the actual packaging of the product itself, you know, in, in terms of cosmetics or where they come, it's, it's an important aspect of it as well. So I wonder if you have some examples because I think some products are not particularly have better quality, let's say, or you know, or even better pricing facts. Sometimes the price is higher but I think they get or the grabs people's attention because of the packaging. Do you agree with that or do you have any examples that illustrate that?
- Evelio Mattos: 00:24:03 Well, I certainly agree that packaging plays a huge role in cosmetics, brand perception or that consumer's perception of that brand really sharp angles on, let's say Nail Polish. Um, instead of your typical cylinder, the different materials that up abs plastic utilized to elevate that consumer experience. I've painted a lot of nails with nail Polish specifically before them. I never had had any, uh, thought on a new nail Polish,
- Evelio Mattos: 00:25:08 but trying to different brands and you know, some have a longer lead somehow the shorter lives in Berlin and trying to hold that product because it's also the applicator is part of the packaging and part of the experience. And I know that there are some brands that I won't purchase because their lives are too fat and I can't paint these little toes. So I've really become an expert on nail Polish packaging of what I'm trying to say, I guess. But is it the packaging plays such a big role in, in cosmetics and how it's applied, how you hold it and understanding all of those. And, you know, kind of going through that same experience, right, that we talked about earlier and taking it home and using it as the user versus just designing for the shelf because I love it on shelf and I

might purchase it, but if I take it home and either the unboxing or the application is clumsy, I'm not going to purchase that product again because it hasn't been thought through all the way to the reality of sitting on your bathroom floor with, you know, the best lighting that you have and applying it on these tiny toes is not the optimal experience.

- Evelio Mattos: 00:26:13 Um, so you have to go through that. You've got to go through all of them. You have to go through all of those steps, not just for the shelf but also for use. And then, um, you know, even further than that, what are you doing with the packaging once the product has done, you know, how do you recycle it? Are you using so many different materials in the packaging that you can't recycle it or that you have to recycle the lid as um, as a plastic? And the base has a glass. Do the areas that you're selling your product, do they recycle glass specifically in my area, in, in Scottsdale, don't recycle glass. So, so I would have to take the lid and put it in the recycle band. The bass has to go into the trash. Is the packaging communicating the components that are recyclable and how to recycle it.
- Evelio Mattos: 00:26:53 Know are you saying you have to remove the lead before you recycle, communicating all of those things. So not only what happens, what happened on shelf and how you're designing to compete, but how, how is the user experiencing it? And then what happens after that experience, right? Everybody designs for keepsake packaging, but we can only keep that packaging for so long, right? We can only reuse that packaging for holding, holding things under our bed or in our closet and then starts to break down what happens, where does it go? How is it recycled? Um, and how are you communicating all of those recyclable information responsibly?
- Luiza Campos: 00:27:28 And that's a very good point because also the materials that you use for your packaging or part of the reflection of your brand, right? And the values that your brand homes. So that is something that brands have to keep in mind more and more and more, I would say, right?
- Evelio Mattos: 00:27:45 Yes, absolutely.
- Luiza Campos: 00:27:46 So do you have any examples of specific products where packaging plays a main role in their success?

- Evelio Mattos: 00:27:54 So aside from that supergroup example and cosmetics using packaging in great and wonderful ways. Um, I think if we look at the other side of the spectrum, I think it illustrates the importance of packaging as well with e-commerce. E-Commerce is an easy example of areas where packaging goes wrong, right? We know where packaging goes right on shelf and cosmetics and attack and unveiling experiences. Um, you know, the super group example of how you can take that real estate and through structural design optimized that space and compete with eye-level products. But e-commerce is a great example of poor packaging, right? Where you've, you've sat in front of a computer, you have done it on your phone, you've purchased product, and you've gone through a wonderful retail experience online, right? There are beautiful websites that are easy to purchase from. You have a great experience. You're. You're excited to receive that product and two days later, a day later a box arrives at your doorstep or your office and you have that sense of excitement and that sense of anticipation to open, not brown shipping carton or that white shipping carton, and then you have to get into what do you have to use a knife, a pair of scissors to cut through a lot of tape.
- Evelio Mattos: 00:29:03 Is it reinforced tape, which is difficult to open. You know, at that stage, that experience can begin to dwindle. When you open up. That box isn't just a beautiful garment that you've paid a lot of hard, hard earned money for it in a plastic, clear plastic bag just thrown in there and it's crumpled up against the side of the box because of the way that it's been shipped. And does it feel as wonderful as that checkout experience that you had online and if it doesn't online returns are so easy that people look at that and say, well, if the brand doesn't respect the product and the brand didn't care enough about this product, and all they did was throw it in a, in a poly bag and throw it into this big shipping carton, then it doesn't like a \$300 garments I purchased it. It feels like a tee shirt that I have I could have bought at the drugstore and many times that consumer won't even take the product out and tried to look at it and they might even just return it because online returns are so easy.
- Evelio Mattos: 00:29:55 And so you really have to take that online experience and build upon it and take them through that complete unboxing experience. You know, is your consumer in the city, are they typically shipping to offices versus shipping,

shipping to their homes? So that packaging doesn't sit on their doorstep where it doesn't sit with a dollar amount or it doesn't sit, you know, somewhere somewhere else outside where it can get stolen. So if they're shipping it to their office, that's great. How do they take that home? Is the e-commerce experience, does it come with a shopping bag that they can take that product and place it in the shopping bag and then carry it home? Or are you using that opportunity to communicate your brand as they're walking, as they're taking the train, as they're traveling from office to home, there's so many areas that you can build a great experience when you really consider ecommerce that there's a lot of growth that can happen in e-commerce packaging.

Luiza Campos: 00:30:46

That's a very good point because yes, I've had those underwhelming experiences where you buy something online and they arrive and it's like, oh, this is. This isn't what I was hoping for, but I've also had the other way around. Right, where you, you buy something I need to ride since like, well the package is amazing and it's beautifully done and you can see the care and sometimes they even come. We can read notes and it's like, wow, this is somebody who really took the time to make this experience for me. Continue to be a really exciting experience with the brand and, and you're right, because you know, the packaging is probably not just the packaging. I mean obviously the use of the product and has a huge role. Obviously I don't want to underestimate that, but a lot of times as you say when, when you are in that moment of unpacking particularly fit is an underwhelming experience. You may make your decision right then and there if you're going to return it or maybe you don't return it that you don't purchase again from that same company.

Evelio Mattos: 00:31:52

Correct? Correct. And you're right, there are amazing examples of e-commerce packaging that we love is, is Mr Porter for men's wear and you know, they do some, did something really smart on your first purchase. It comes beautifully packaged, right? It comes wrapped and there's a personalized note with beautiful handwriting and it's a, it's a wonderful unboxing experience, but they also let you know that this is their introduction to the brand and if you purchase again, it's not going to come like this unless you pay for it. So they set that expectation there to here is beautiful on boxing, this is how we treat our consumer, this is how we value

you, but understand that there's a cost to this and future purchases from us will not be, will not match this. Right? So then the next time that you ordered from them, you already know you've had a wonderful experience, but you know that that's not what you're going to receive.

- Evelio Mattos: 00:32:44 So it's a very smart way to handle that and it's a great way to really build up that social media presence where people are sharing the unboxing, everybody's excited to see what that's going to look like, um, experience it for themselves after that, they're just purchasing it because they love how they were treated by the brand and they love the experience and they know they're getting a quality product and not just a smart way to do e-commerce. Um, there's many brands out there that, you know, will, will have multiple layers in e-commerce unboxing experience. And you know, we, we've, we've written an article several years ago called the top 10 q's to luxury packaging. Um, and, and that we break down these, these 10 areas that you can, that you can really elevate packaging from the way the packaging sounds too, how it smells to the different layers and packaging.
- Evelio Mattos: 00:33:35 If we really look at e-commerce, the browns are doing amazing, hit a lot of those notes. There's a layered unveiling. So once you open the shipper box, you don't see the product packaging or you don't see the product. There is always a top layer. It's the introduction into the box. It's either a tissue or a, what we call a top approach is just a flat sheet that goes across the top of it and it may just be branding or just me how the message. And if you think about it from an unboxing experience, when somebody opens a box, that's the first thing they see it, the first thing they shoot on their video, that's the first thing they photograph. They removed that component and then there's the box. So that's your step three, right? Step one is the shippers, the shipping carton, that topper or that introduction.
- Evelio Mattos: 00:34:21 Step three is the actual product packaging. You remove that and that's where you have a beautifully wrapped box, you know, beautiful paper, beautiful print processes. Then you opened that up and there may be a layer of tissue covering the product and there isn't necessarily any messaging there as much as it is OK, here's the final reveal where there's a tissue or something that allows you to some transparency to see the product underneath and build up that anticipation so it's not like an opaque

covering. When you pull that back and reveal that product inside, that's the final reveal, right? We've taken multiple steps to get you there and we've thought through the full process while somebody taking the time to package things up beautifully, it feels like a gift. Even if you've ordered it for yourself. I mean, who doesn't love to get a gift? Right?

- Evelio Mattos: 00:35:06 So all of those layers are really important in whether it's e-commerce packaging, retail packaging or product packaging. That can't be. It can't always just be a box with a lid that you remove and there's the product. You have to create these layers of anticipation to elevate that experience, to actually make it an experience. And with as many unboxing videos as there are out there, there's a lot of space to compete, there's a lot of great packaging and you have to make sure that your brand is able to compete on a level as it as it reflects your consumers aspirations as well.
- Luiza Campos: 00:35:35 I love how you describe that because it was, I think you realized, you know, at least I did as you were going through those descriptions of what the different layers and of the anticipation and I can totally visualize that. That's exactly what happens when it's done properly. You know, it's this, and you mentioned this before, is this very intimate connection that you're having with your, with your client, you know, beyond them using the actual product, the packaging and the unpackaging of that and what they go through the touch, the feel, the sounds, the materials that they're looking at, the colors, the smells. That's very intimate experience that a client has with a brand that is reinforcing a set of beliefs and hopefully you will be elevating their brand or is undermining that brand. So it's such a, an important opportunity. And as you mentioned, it's also an opportunity to include messages and once again reinforce that connection with your client and make it even that bond much stronger because of that experience.
- Luiza Campos: 00:36:47 And it is like a good packaging. That's exactly what it feels like. It feels like a gift even if you bought it yourself, but it feels like a gift. You know, I, I heard the other day and they think it's funny because, uh, because it's so true that the delivery trucks are the equivalent of the ice cream truck for adults. And I think that's so true because you know, something is coming, this package that you order is coming and you have that expectation of what it



will be like to opening it out. Right? And see it even before you actually using the product. But the first expectation is, is about the package.

- Evelio Mattos: 00:37:27 I love that example of the delivery trucks being ice cream trucks because there's been so many examples where I've seen the delivery trucks and you just get this excitement and then the person gets out of the truck and they go to my neighbor.
- Luiza Campos: 00:37:50 It's like, it's like Christmas every time you can see it. One of the things that I think a lot of people will be thinking about a lot of the listeners on the podcast, and I certainly have, and you sort of touched a little bit on this, is it sounds like a very expensive proposition to have good packaging, you know, to have a packaging that matches your brand perceptions or, or, uh, aspirations. So, and I know you, you do a lot of education work as well and you have a lot of, a lot of information for startups and for small businesses. So can you talk to us a little bit about how, how can you focus on packaging if you don't, a big budget, you know, are there specific things that you should look for or what are the most important aspects I guess, of packaging that you need to keep in mind? If you have a small budget?
- Evelio Mattos: 00:38:53 We have a lot of startups or reach out to us. Not Realistic in terms of packaging. Um, and many don't than the ones that don't. What happens is just not understanding the overall process of packaging, right? So in terms of packaging, it's a product that needs to be manufactured obviously, but to turn on the machine, to turn on the equipment, to produce packaging, there's a high cost to that. So what happens is that you have to have [inaudible], you have to have these minimum order quantities. Um, typically those quantities are going to begin at about three to 5,000 units you have to purchase because the cost to turn these machines on and to get all of the staff involved to produce the packaging is so high that if you were to buy 100 will be the same as a 3000.
- Evelio Mattos: 00:39:44 Exactly. Just like in printing, um, it, the cost is really in the labor and you start up a of the equipment. So when somebody says, oh, I haven't, you know, I need a hundred boxes, then really for that there's, they're typically not the budget to pay for 3000 boxes and only walk away with a 100 or that they don't have the need for

that volume. So we say what we say is, you know, we'll direct them to look for um, to look online for stock packaging or to look online for a post print packaging, which is they're stocked packaging sizes on there that there's vendors that supply, you know, a four by four by two box already and it comes in three different colors and then they can stamp your logo on it. That's not a bad, that's not a bad experience. That's not bad packaging.

- Evelio Mattos: 00:40:30 That can be a startup packaging to when you are able to grow your brand and require more volume. So it's just a matter of what you do without packaging. So even taking a stock box like that for a startup, you know, do they, do they have a white box that they have stamped with their logo on the top of it and then what else is right? There's always those layers. So do they purchase a tissue that they can wrap their product, doesn't do. They purchase a label and have a beautiful label done that they can see all that tissue with. So that when you open that box, there's that level of unveiling, do they put a. A state purchased a beautiful paper and hand write a note that goes on top of that and maybe if they have a four by four by two bucks, a four inch by four inch by two bucks does not paper that they purchased it fit perfectly inside of that box and when they open the consumer opens up box, there's this four by four card in there with their logo and a handwritten note and I thank you.
- Evelio Mattos: 00:41:24 And then when they removed that is there, then the label and the tissue and then they were removed that label and open the tissue and reveal the product. That's still taking those luxury cues and applying it to a smaller budget. But then the startups that we, we do work with that have the budgets or have the volume, then you know, it's not always they just because they can hit the. The volume doesn't mean they have huge budgets. It's just that they understand, you know, as they're launching, they're not going to be launching a hundred products. They're going to be launching and they're looking at maybe purchasing for 12 months, maybe purchasing for 16 months, and understanding that what they're selling today isn't the amount that they're going to be selling in 10 months or six months to, you know, the goal is always to grow.
- Evelio Mattos: 00:42:08 Um, so without, we can then create packaging that is either assembled manually or done through automated

processes, you know, we can apply different print processes, not only printing the paper, but maybe doing a hot stamp which is applying a foil to it so we can get like a metallic glint to the packaging. So when it's opened or it's moved, the light plays off of it differently. Um, and creating interest. There's no spot uv processes which are clear inks not go through a UV curing process and they get raised and they are all are extremely glossy. Um, so again, it adds texture. There's all these different things that can be done to packaging and understanding a client's budget. We can then say, OK, this is the quandary that you're purchasing. This is the materials that we recommend and here's the excess budget that we have to create all of these wonderful, delightful moments in the unveiling.

Evelio Mattos: 00:43:00 We can apply a texture, we can apply a Uva, we can apply and that boss a foil stamp, a ribbon with that budget so we can build this program based on a budget, but it's always. We always have to design it first before we know where we are in terms of finances, so for us it's really just understanding what the goals are for these startups. Understanding not, not really just understanding the budget, but what are they trying to communicate, who their consumer is a, but then also understanding the business side of it, the there side of it. Do they have the space to inventory all of this packaging or are they to data warehousing for that? You know, because that's an added cost that typically somebody doesn't consider, oh my boxes, \$3 bucks, but if you're warehousing it, do you have the budget to. Do you have the budget to warehousing in terms of timing for packaging when we designed it, there's a process for designing rate.

Evelio Mattos: 00:43:51 We've designed the structure first and that takes time and there's time to make it and to test it and to identify the materials that make sense for the product and the packaging and protecting, protecting all of those components. And then there's the visual design, there's time that happens there and understanding what the print processes are. Um, how do we squeeze the most out of those processes to deliver a beautiful experience? There's time involved in that as well. And then the complete manufacturing manufacturing may take two weeks, which sounds like a short amount of time, but to get that schedule, to get that print process materials ordered, the manufacturing in place for those two weeks can take several weeks to get all the components in

place and get it scheduled to actually happen. Um, so a complete packaging program can take three to six months sometimes, uh, sometimes even more than that when we're looking at developing custom materials.

Evelio Mattos: 00:44:47 So for, for startups, startups move really fast and they don't know they need that. They typically don't request packaging or don't know that they're going to need a packaging until the end when they need packaging down, so timing is is a huge part of that. Budget is important. Yeah. One of the things that we've always said is you have to know how much, how many and when. Right, what's the budget, what's the quantity, and what's the timeline. Those are three critical things that you have to know when you're developing packaging and their critical things that brands have to know when they need packaging.

Luiza Campos: 00:45:22 I think this is really useful because yes, if they can start thinking about packaging ahead of time, that is something that will probably give them more options on what they can do so they can have their product out in the market by the deadline or the time that they want to to have them. But I think the other thing that you were talking about, there's two other aspects I think that you talked about that are really important and one is understanding the goals of the brand, right? What you're trying to express. What is the experience that you're trying to create? Who Your audience is and where will they be unpackaging packaging or or opening this, these packages, but I think one thing that I, that I took away from what you said that can can be really useful for anyone who's creating a package or thinking about their product once they arrive at the home of their clients is about creating this experiences. Thinking about the layer, so not so much thinking about packaging is where I'm going to put my product, but thinking about packaging and how are they going to open this, how are they going to get to my product? How are, how is the client going to experiencing? I'm packing and getting their hands into my product, so that's a significant difference in thinking, right. One is just more of a practical way. I'm going to put this so they can take it home and the other one is how can I create this and failing experience? Right?

Evelio Mattos: 00:47:02 A lot of times brands are thinking like what you said, everybody thinks that way and when you're building a retail store, they don't think, where am I going to put the

product? Like, how am I going to display the product? How am I going to navigate the consumer through my store? You never put all the new releases of clothing at the front of the store. You don't put this, the season clothing in front of the store. You put that in the back of the store, right? Because you want to navigate them through a specific mapping through the store.

- Luiza Campos: 00:47:36 Yeah. Just like the milk and the eggs are all the way back.
- Evelio Mattos: 00:47:41 Exactly, exactly right. You have to, you have to take that whole process and the consideration. Whereas the cash wrap, is it where's the registers or the back of the store is the front of the store. You know, all of these different things matter when you're building a retail store. Um, you know, what are they going to see? What does it smell like in there? Is that, you know, is there, are there metal fixtures, are there wooden fixtures? What are the colors in there? What does, what does the floor feel like when I walk in? Is it tile is, you know, in the areas that I want you to spend the most time, is there carpeting so it's softer and it feels more comfortable. What does the, the ambiance, what are the environment? What does the sound in that store? All of those things go into the s, into the development of a store because it's a physical location.
- Evelio Mattos: 00:48:25 It's a space that you're going to, that you're physically going to be in with packaging. Do you have to approach it the same way because it's a physical component, the physical piece of the brand. What does it, what does it smell like? What does it feel like if you're using really thin board, it might feel weak. It my bow. When you hold a box that's made out of thin board it, it tends to a folder buckle under the pressure of your hand. Um, if you're using something heavier, it feels more substantial, so immediately you're giving the consumer that, that mental cue that I would just have. Your board box is a luxury box. If it's a box with a base and the lid, when somebody removes that lid was the appropriate vacuum considered, so in terms of when that lid opens, as the base slide out properly, like when you open an iphone box, right, you hold the lid in the bottom slides out so smoothly.
- Evelio Mattos: 00:49:15 It's because the appropriate space around the base and lead had been considered so that the air released from inside and outside happened that even at an even to speed if, if that's not considered, what happens is the

base is difficult to remove and you have to shuffle it out of there so it doesn't feel luxury or if too much space had been considered, you pick up the lid and the base just drops out and then a product just flops around. So all of those things have to be considered. Just like when you're building a retail store.

- Luiza Campos: 00:49:43 It's amazing. This is just like art meets science
- Evelio Mattos: 00:49:50 and you know, that's really how we consider it is because it's a physical piece of physical representation of the brand. You have to think about it in all of those terms, just like you would for a store. Somebody is not going to design a beautiful product and build a store around it and just think, where am I going to fit the product and then just build shelves and put all the product up there and then be done. Right, because shells will fit all the product beautifully. There's not going to display it. It's not going to create an experience. It's not going to navigate to consumer through it, through multiple levels of building up to that. That season's products, that hero product. Same thing with pocket [inaudible]. It's very critical to think of all of these different steps that you work your way through it. They might have a great experience in your store, might have a wonderful experience on online. The last thing they're going to experience besides the product itself is that packaging.
- Luiza Campos: 00:50:41 I love it. There's a reason why you are one of the best packaging designers in the world and listening to you talk about all of these details that for someone who is not in this in this field or start ups, mostly a lot of startups are with people who are very knowledgeable about the product that they're creating, but not so much obviously about all these other areas including packaging, so trying to find someone with the expertise like yourself can make or break a brand. Particularly in retail environment, which is just so tough.
- Evelio Mattos: 00:51:24 We're really passionate about is designing, but also educating and educating the brands that we work with. Right. We understand that we're in packaging 24, seven, they are not right, so it's. You have to educate the teams that you're working with at the brands and you have to share all the knowledge that you have so that they can make better decisions and as they learn, they start to look at back to more critically. For me, it's so much fun to see the teams that we work with in these brands come

back with wonderful packaging questions and and and going home and testing packaging that they've had at home or that they've just purchased and come back and tell I love this and this and this about the packaging, but I was really let down with, you know, these three things and having them again, critically looking at packaging with a new found understanding. So it's really important not only to be the designer but also to be there to share your knowledge with the teams that you work with A. There's no sense and keeping that, you know, again, keeping that hidden. Right. The more everybody knows, the better that the packaging can become.

Luiza Campos: 00:52:30

That's exactly one of the reasons why I have the podcast because I believe that the more I can share the knowledge around branding and how to build remarkable brands, health strength, and your brand, the more brands will, will know how to do it or we'll have even more questions and more things to think about as they're building the brands. Because there's. There's a reason why successful brands are successful and because they pay attention to all of those things because they understand the importance of all of these details and we're talking about and they know how to do it. They apply that knowledge, so I completely agree with you and the importance of sharing as much as you can have what you know, because that's one way of people to appreciate it and to understand how they can improve in and make their companies more successful experience of their audience, more successful with their brands as well. So I completely agree with you. No. Talking about education, I know you do a lot of that. Can you tell us a little bit some of the involvement that you have in that area?

Evelio Mattos: 00:53:43

It all goes back to when I first began with design packaging and I'm working with the teams where we did at the time years ago. Every brand had a packaging design team that we worked with. Um, and as I, as I worked with them, I learned a lot about packaging from a brand's perspective. And then I realized that there was so much knowledge also missing within these brands, um, in terms of manufacturing, how packaging was, made, the differences in materials and processes. So I began sharing that information with the teams that we worked with and watching them improved, designed by understanding the production processes, understanding of the materials. It really was a light bulb moment for me

to sit and think there's a lot of information out there that's missing, you know, and at that time it was a lot about manufacturing. Um, and then just going back to when I was going to school and learning about packaging, you know, you learned a couple things, you learned a full, you know, a two piece box or a folding box construction.

Evelio Mattos: 00:54:45 And then it really focused on the visual design. There wasn't a lot about structure. So through that and through working with the brands and sharing knowledge on production and structure, I really found that for me personally, it was just a, it was a passion to share what I, what I knew. And not only was it great to share, but as I shared more with clients, it made me realize things that I didn't know, so I would go out and I would learn more so that I can continue sharing and educating. And as I continued to do that, I realized, OK, well great, so we're doing this for our clients, but there's so many students and young designers out there that don't have access to this information. So with the line, a packaging blog, having worked with them and known them for many years, we began, I'm doing multiple series of articles, we did a series called packaging [inaudible] and it takes you to a three part series that takes you through the structural design, the visual design and manufacturing and all the different things that you have to think about.

Evelio Mattos: 00:55:40 And it's a great place for start ups. Then we did another series called startup spotlight and it showed you what ups have to think about before they get started. So how much, how many in one? Right? So understanding quantity isn't emo. Cues and budgets and timelines, uh, and design a, you know, that's, that's been a really helpful, helpful piece. Then we shot a video with skillshare which is, which is a free video that you can login to skill share and go through the process of sketching, right? So how does, how do you sketch the packaging from packaging and sketch it and communicate that to a consumer to a brand that you're working with and you know, the importance of sketching and getting those ideas out of your head and onto paper as quickly as you can so that you can start to iterate and develop better concepts. Um, and then we also released a series of books which contain guidelines of different structures. And again, those books are free to download and over. I think at this point we're close to a million downloads on that book, on those two books that we've



- released. And it's been, it's been great and the feedback that we've received,
- Luiza Campos: 00:56:50 that's amazing.
- Evelio Mattos: 00:56:52 We've had nearly a million downloads on, on the books. The video has been seen several tens of thousands of times. Um, but the feedback that we got is wonderful. Not only is it young students and designers that are looking at this information, but globally where we're receiving emails from pretty much every continent, every country on the planet and saying, you know, thank you for this information. This was really, you know, this was something that we needed, you know, our, uh, our school didn't have a this type of information. So we've put it into our curriculum and then having schools reach out and ask for more information or for us to be part of their curriculum and help anybody, you know, schools from, um, you know, working with art center in Pasadena, Asu here in Arizona and Michigan State, Alto and Finland. Uh, I mean just, it's been, it's been incredible.
- Evelio Mattos: 00:57:51 And being able to go to these schools and speak or share more information has been, has been wonderful. And the next batch of packaging designers to be graduating. Uh, I mean, we're really excited to have been a part of their education. Um, we're really excited to see how we've been able to focus more on structure on this unveiling and this romance in their packaging education versus just thinking about graphic design. Um, I mean we're really excited at how this packaging community has grown and the type of designers, not that we're going to be seeing in the future because of this community where we're able to share information. Um, we're, we're able to mentor young designers. It's really exciting. It's really exciting time for us.
- Luiza Campos: 00:58:35 That's so great that you're doing really, really amazing that you sharing this knowledge in helping new students and new designers coming up with even better products and better experience. So good for you for doing that. Thank you. So much. Value was great to have you here today.
- Evelio Mattos: 00:58:55 I hope your listeners are enjoy the podcast and if there's any questions they can find me on linkedin or they can reach out to me on a act to tie back to me. Com. I'm more than happy to, to volley some questions around.

Luiza Campos:	00:59:09	Perfect. Thank you so much.
Evelio Mattos:	00:59:12	OK, Luiza, thank you so much.
Luiza Campos:	00:59:13	And there you have it. I hope you enjoyed my interview with. He's really amazing and the work that he does to both his company's Design packaging and Forma is just amazing, so it's worth taking a look at their website as well. Just a couple of things before I leave you. The first one is the Alberta podcast network powered by ATB of course is sponsoring this year Podcast summit, which is western Canada's podcast conference. The inaugural conference was last year and I attended and of course it was very helpful for me in setting up this podcast, so if you are thinking of having a podcast or if you are already a podcast or this is the conference for you to attend and it is on May fifth at cue in Edmonton. It is a full day of learning as well as connecting with other podcasters, so you will learn a lot about how to make sound better, grow your audience, create your show. If you already have a podcast in. Of course, if you don't have a podcast, you will learn how to start one and we'll be happy to welcome you in the community of broadcasters.
Luiza Campos:	01:00:25	So it's a great place to go if you are thinking of creating a podcast or if you're already a gangster, the tickets are just a \$150 and there's a limited amount of tickets, so don't wait to get them. You can go to pod summit.com to get your tickets and I hope to see you there. And finally I want to tell you about a new program called ATB booster, which is a crowd funding platform for startups and small businesses in old birder. So if you have a great idea and you're passionate about it, you can apply and raise funds on that platform, booster stage events giving, trapping years, a chance to pitch their idea in front of a panel of judges and get additional funding. So check it out. It may be worth your time to check it out if you have an incredible idea and you need some funding to make that happen, go to ATB.com to check it out. Thank you so much. And until next time.
Announcer:	01:01:27	Thank you for listening to our branded world podcast. Discover more branded world podcast.com.