

Consumer Electronics. Packaging

Brand Strategy, Packaging and Product Design services focused on consumer insights, differentiation, and production efficiency.



Cogito



Akai



Roca Wear



Android UX & UI Design



Nakamichi



Philips

Experience. Our Difference

An experienced team that can manage the entire process from insights and brand strategy to packaging design, retail design and brand activation.

Base Creative's integrated Packaging Design practice is led by more than 20 in-house Brand and Business Strategy consultants and Production managers – and supported by a full-service marketing communications and digital team. We offer regional brand activation services and ongoing brand management for clients in both Asia and Europe.

Our capabilities allow us to develop insightful and practical Packaging Design solutions rooted in insights into consumer expectations and reactions. Let's connect - see how we can help your business.

10
Years
Experience

+350
Packaging
Assignments

60%
Work is for
Returning Clients

Multi-channel Services

New Brand and Packaging Development

Insight driven brand strategies, brand identities and packaging designs for new product ranges. Supported by marketing and digital media.

Packaging Design Refreshment

Repositioning existing brands for the future through consumer insights, creative design and innovative brand activation campaigns.

Brand Launch and Activation

Creating go-to-market strategies, 360° marketing plans, key visual development and implementation across traditional and digital media.

Point of Sale Design

Designing compelling ways to showcase products in a range of retail environments - from showcases and shop-in-shop to the shelf face.

Product Design

From consumer electronics product design and UI & UX design to skincare bottle design - we have the experience to create winning designs.

Production Management

Managing the production process - from factory introductions and cost negotiations to sourcing and production checking.

Key Contacts

Let's Connect - How can we help your business?

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Our Glocal Network

Creating and brands in Europe and Asia

