

WINNING DIRECTION

THE SOURCE OF LIFE

KILDE COCONUT WATER

From nature. Through you.

Full product, packaging and launch presentation

330 ML / FINALIST DEVELOPMENT



THE CONCEPT THAT WON

87 /100
Round-one score

The Source of Life turns coconut water into a connected story: source, fruit, ripple, body and renewal. It wins through emotional intelligence, tactile craft and a visual system that can stretch from shelf to hospitality, wellness and digital launch media.

THE IDEA

One continuous source line carries energy from nature into the product and onward to the consumer.

THE ADVANTAGE

A premium story with enough visual richness for awards, while preserving strong KILDE recognition.

THE NEXT MOVE

Simplify the line system for distance viewing, then validate it through prepress and consumer testing.

FROM NATURE. THROUGH YOU.

01

SOURCE

Water begins as movement.

02

COCONUT

Nature protects and concentrates it.

03

RIPPLE

The package makes hydration visible.

04

BODY

The story resolves in human vitality.

The visual language should never make a medical promise. It should create an intuitive emotional association: pure origin, natural energy and restorative hydration.

CONCEPT 3

THE SOURCE OF LIFE

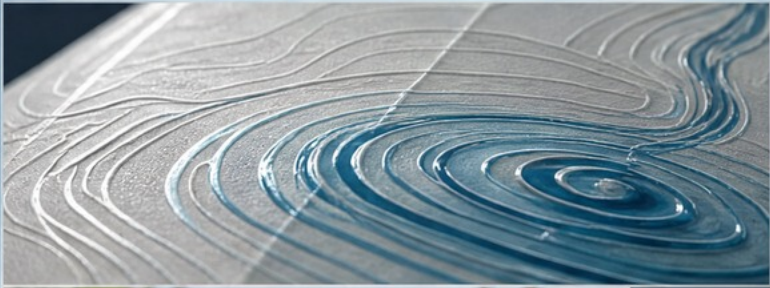
Born at the source.
Flowing through nature.
Essential to life.

This design is a visual journey from the heart of the coconut to the rhythm of our bodies and the planet we share. A continuous flow of energy connects us all.

-  **COCONUT**
The pure source
-  **CELL**
The building block of life
-  **TOPOGRAPHY**
Our shared world



LEFT PANEL FRONT PANEL RIGHT PANEL BACK PANEL



TACTILE BY NATURE
Soft-touch matte carton.
Spot gloss water lines.
Debossed topography.
Designed to be felt.



**FROM NATURE.
THROUGH YOU.
FOR LIFE.**

Hydration is more than a moment.
It's a connection.

To nature.
To each other.
To yourself.

WINNING CONCEPT BOARD

THE COMPLETE VISUAL LANGUAGE

The independent concept remains the north star for all refinement and testing.

PREMIUM NATURAL HYDRATION

KILDE



PRIMARY

Health-conscious urban consumers, travellers and professionals seeking clean hydration without sports-drink codes.

CHANNELS

Premium grocery, airport retail, hotels, business-class lounges, gyms, wellness retreats and modern workplaces.

PRICE SIGNAL

The tactile pack and emotional story support a credible premium versus commodity coconut water.

POSITIONING STATEMENT

Natural hydration made visible — a premium coconut water connecting source, vitality and modern wellbeing.

ONE LINE. FOUR MEANINGS.

1

SOURCE LINE

Begins beneath the cap and signals purity entering the pack.

2

COCONUT SECTION

Identifies the category without generic tropical photography.

3

RIPPLE

Creates a memorable focal event and communicates hydration.

4

TOPOGRAPHY

Adds tactile depth and evokes nature, body and origin.

Recognition rule

At least two of the four assets must remain visible in every crop. The source line and ripple are mandatory on primary packaging.

FOUR PANELS. ONE CONTINUOUS FLOW



FRONT

Logo, KILDE, product descriptor and 330 ML. Coconut and ripple establish the hero narrative.

LEFT

Source story, ingredient statement and traceability entry point.

RIGHT

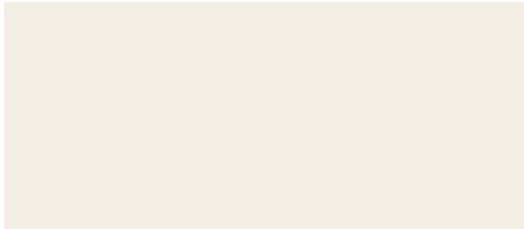
Nutrition, certifications, recycling and local-market information.

BACK

Short brand story, legal copy, barcode, batch and contact details.

Visualization only. Final packaging requires a supplier dieline and complete regulatory copy.

COLOUR + TYPOGRAPHY



COCONUT IVORY

#F2EEE4
RGB 242 238 228
CMYK 2 2 7 5
Pantone ≈ P 1-9 C



SOURCE BLUE

#073B5E
RGB 7 59 94
CMYK 100 72 33 23
Pantone ≈ 3025 C



LIVING AQUA

#63C5DA
RGB 99 197 218
CMYK 55 4 12 0
Pantone ≈ 3105 C



GRAPHITE

#34434A
RGB 52 67 74
CMYK 64 42 38 52
Pantone ≈ 432 C

TYPE RECOMMENDATION

Display / Campaign

GT America or Circular

Story copy

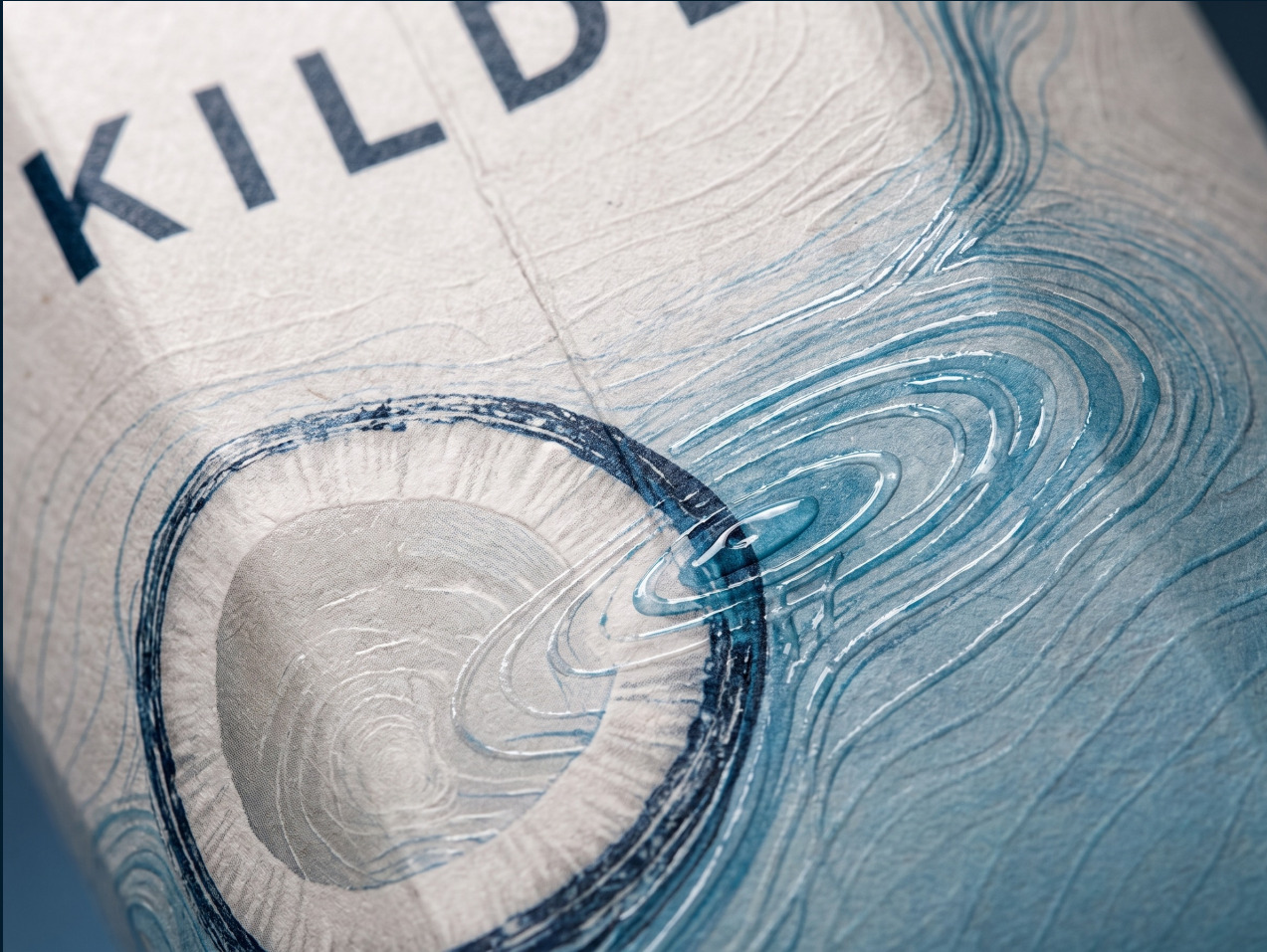
Tiempos Text

Functional / Nutrition

IBM Plex Sans

Pantone references are directional. Confirm with physical drawdowns on the selected board and varnish system.

TACTILE, NOT DECORATIVE



SUBSTRATE

FSC-certified paperboard with renewable barrier where filling-line and shelf-life requirements allow.

BASE FINISH

Low-sheen water-based matte varnish preserving a natural, fibrous hand feel.

STRUCTURE

Blind-debossed topographic field at shallow depth to avoid cracking over folds.

HIGHLIGHT

Selective high-gloss water path and ripple, creating contrast without metallic foil.

CAP

Opaque aqua tethered HDPE cap where local regulation requires; colour matched by approved masterbatch.

BUILT FOR MULTIPLE PREMIUM MOMENTS

RETAIL

Strong front block and a continuous source current across multiple facings.

HOSPITALITY

Quiet enough for premium rooms, lounges, spas and minibars.

WELLNESS

Natural vitality without medicinal or performance-drink aggression.

DIGITAL

Ripple, coconut and source line survive thumbnails and vertical crops.

AWARDS

A coherent story linking structure, print finish, identity and consumer meaning.

EXTENSION

Future flavours can vary the source-line accent while keeping the core system fixed.



MASTER PACKSHOT

THE PRODUCT AS HERO

Premium studio presentation for launch, press, trade and e-commerce use.



CAMPAIGN WORLD

A SOURCE THAT CONNECTS

A sculptural visual system extends the ripple into campaign-scale imagery.



HOSPITALITY

QUIET LUXURY, NATURAL ENERGY

The pack belongs naturally in spas, retreats, lounges and premium rooms.



PERFORMANCE WELLNESS

FOCUS WITHOUT AGGRESSION

A credible modern hydration choice for premium training and workplace environments.



RETAIL PROOF

ONE CURRENT ACROSS THE SHELF

Repeated facings create a continuous source pattern and a clear premium block.

A SYSTEM THAT CROPS CLEANLY

1:1 PRODUCT

Use the hero carton with the ripple centred. Keep the cap and full KILDE wordmark inside the safe zone.

4:5 SOCIAL

Allow the source line to lead downward into the product. Coconut cross-section remains the lower anchor.

9:16 STORY

Use macro texture or vertical carton imagery. Avoid shrinking the full pack into the centre.

16:9 CAMPAIGN

Place product on a strong third and use water movement to lead the eye across the frame.

Mandatory crop rule: the KILDE wordmark and one distinctive source asset must remain visible at 120 px width.

DESIGN THE EFFECT, REDUCE THE IMPACT



PAPER

Prioritize certified fibres and minimum viable board weight subject to compression testing.



FINISH

Prefer water-based varnish and mechanical emboss/deboss over broad foil or plastic laminate.



CLAIMS

Print only claims substantiated for the actual supply chain, market and certification status.



INK

Use process colours plus one controlled aqua/blue spot only where consistency requires it.



CAP

Align cap resin, tethering and colour with local collection and recycling systems.

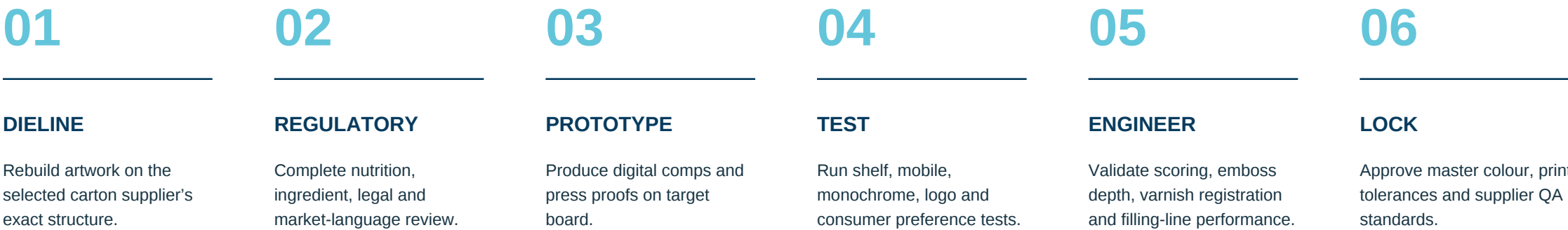


END OF LIFE

Use clear, market-specific disposal guidance; avoid universal recycling statements.

Principle: premium should come from structure, precision and tactile contrast—not material excess.

FROM WINNING CONCEPT TO SHELF



DECISION GATES

Gate 1: consumer preference • Gate 2: technical feasibility • Gate 3: landed cost • Gate 4: regulatory approval • Gate 5: production sign-off

Recommended: preserve the concept's emotional architecture while simplifying only what objective testing proves necessary.

FROM NATURE. THROUGH YOU.

REVEAL

Hero film and stills show water travelling from coconut to pack.

PROOF

Macro content demonstrates paper, embossing and spot-gloss craft.

PLACE

Hospitality, gym and retail imagery establishes premium versatility.

REMEMBER

The source line and ripple become repeatable campaign mnemonics.

Recommended launch line

FROM NATURE. THROUGH YOU.

FINAL RECOMMENDATION

MAKE THE SOURCE VISIBLE.

Protect the continuous source line, the coconut-to-ripple moment and the tactile contrast. Those three decisions are the winning idea.

KILDE / THE SOURCE OF LIFE / 330 ML

Concept visualization. Final artwork subject to regulatory, technical and prepress validation.

