



Destination: Innovation

Indonesia

Presented by: Julia Luscher

June 2024

 **Tetra Pak[®]**
PROTECTS WHAT'S GOOD



Harvard Business School defines **innovation** as product, service, business model, or strategy that's both **novel and useful.**





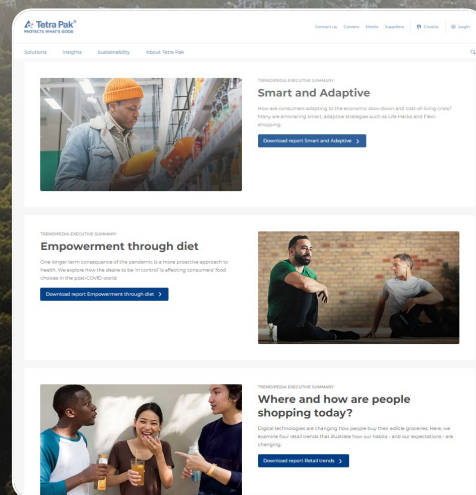
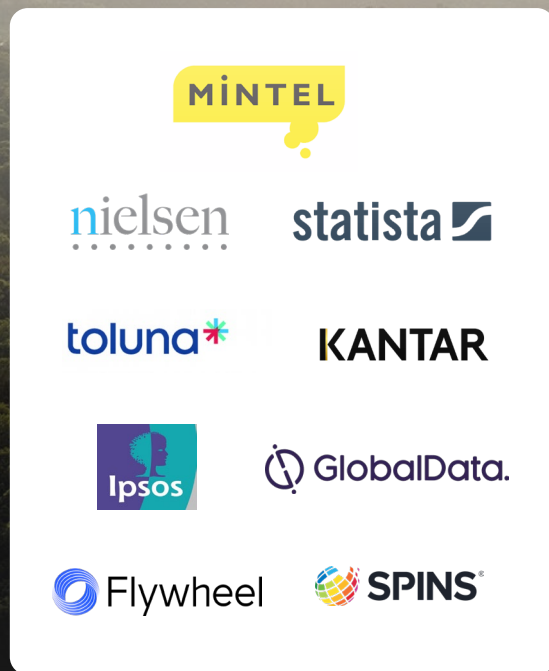
How to know
what is truly
useful?



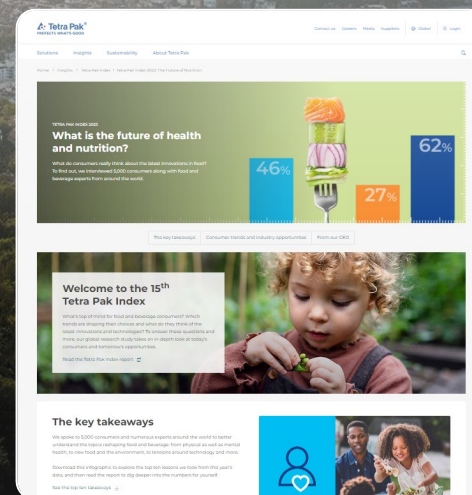


Identifying trends driving new growth opportunities

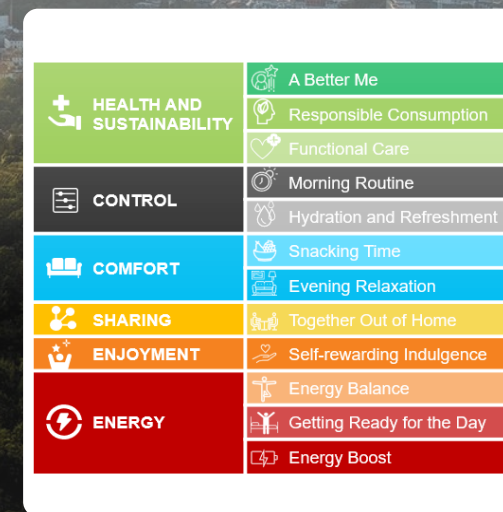
Working with over 40 trusted partners, we continuously **research and analyse market and consumer trends.**



Trendipedia



Tetra Pak Index



Consumer
Demand Spaces



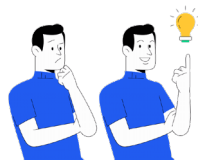
**I need to grow faster.
What can I do?**

**IDEAS??? No, I have a plenty
of good ideas, but I need to
bring them to reality**

CHALLENGES

**My products are not
standing out from the
shelf**

**I want people to LOVE
MY BRAND**



Co-creation



Ideation of the concept

I need to grow faster.
What can I do?



Prototyping



Formulation & recipe

IDEAS??? No, I have a plenty of good ideas, but I need to bring them to reality

from
CHALLENGES
to
OPPORTUNITIES

New artwork –
new look



My products are
not standing out
from the shelf

Visual prototyping

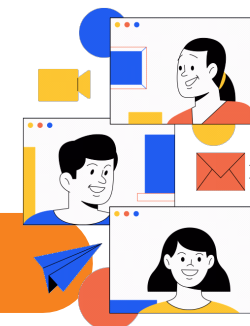


Differentiation &
consumer loyalty



I want people to
LOVE MY BRAND

Branding





Tools to unlock your innovation potential



Discover
opportunities



Ideate
solutions



Brand
expression



Design
prototyping



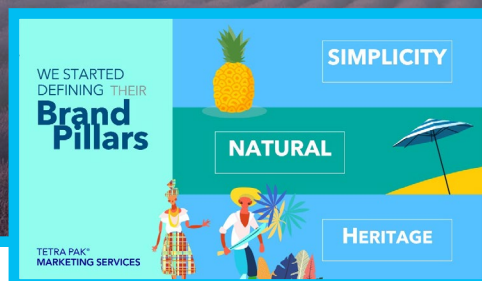
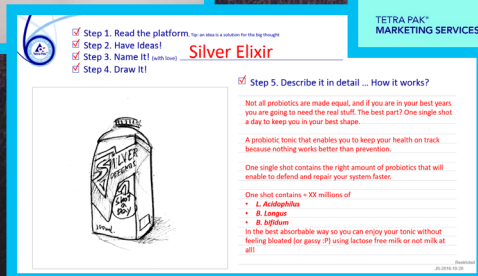
Formulation
prototyping



Consumer
testing



Channels





Innovation Ecosystem

Join us for an immersive, collaborative experience to solve your challenges and go faster from ideas to growth.



VIETNAM
Bloom. Binh Duong

Designed by Tetra Pak in partnership with DenEast. Especially engineered to deliver cost-efficient innovation to the markets.



Bloom.



Product room



Ideation room



Product development center



REINVENT PLANT-BASED DRINK

Case study

THE CHALLENGE

How might we grow plant-based and become the leading brand in the market?



The Power Of Growth

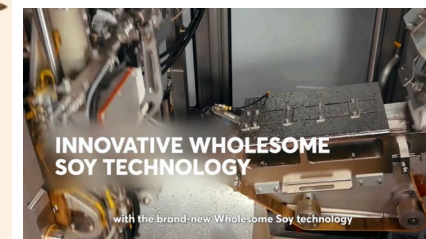
Collaboration to unlock opportunities in Plant Based Category

Category Roadshow and Plant Alchemy Ideation Workshop

Fully immerse into plant-based world with plenty of sharing, from global to local market.



INNOVATION



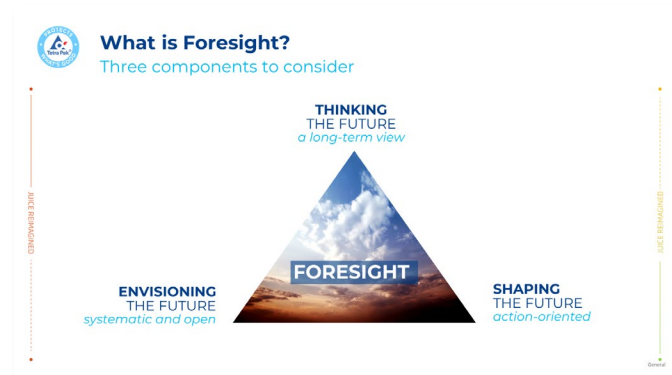
1st launch of **wholesome plant-based milk** in Vietnam market, made from 9 types of plant-based ingredients



JUICE REIMAGINED: THE FUTURE OF JUICE

Foresight: a data driven look ahead

THE CHALLENGE



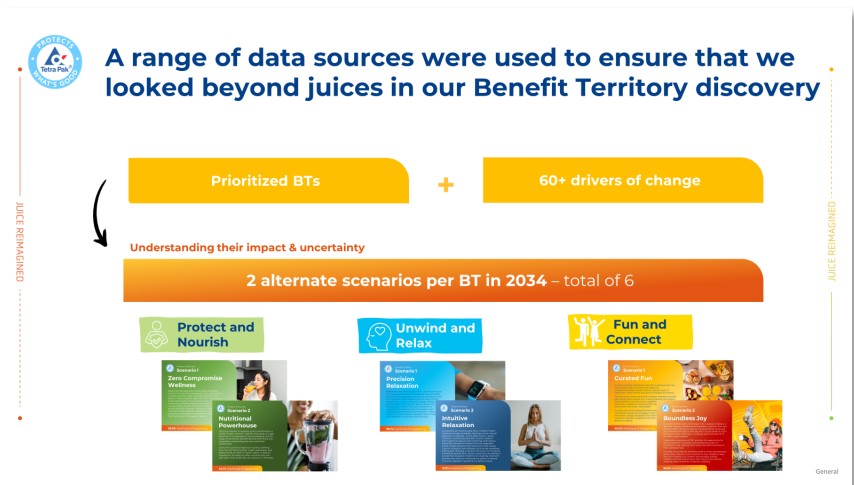
Data Driven



Strategic Thinking



Category-Centric



- ▶ How will the JN category look like in the **next ten years?**
- ▶ How can we **rejuvenate** the category and **future-proof** it against the next decade?
- ▶ How might we support customers to build a **long-term strategic innovation** pipeline?

INNOVATION



Customer pilot workshops



Phygital experiences underway





“The **faster** we make our ideas tangible, the **sooner** we will be able to evaluate them, refine them, and zero in on **the best solution.**”

-Tim Brown, Chair of IDEO





We're **ready**
whenever
you are.





Thank you!

Presented by: Presented by: Julia Luscher

Date: June 2024

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