

Embracing the Future or Facing Extinction: AI  
& Connected Packaging – Are you Ready?



**PACK**  
**TO THE FUTURE**

# Strap in folks...



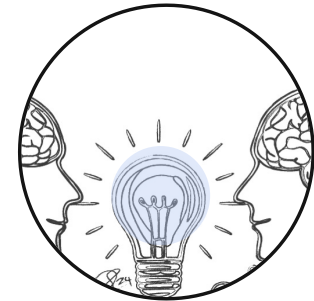
**Welcome & Context**



**Choosing the Right  
Path**



**Case Studies & Pilots**



**AI Challenge**



# Welcome & Context





- 
- Product, Graphic Designer & photography creative
  - Fluffy Marketing Stuff
  - Academic things
  - Packaging Innovation Lead
  - Innovation Manager
  - Global Design To Deliver Manager
  - Front End Innovation Packaging & Digital Transformation Senior Specialist
  - **Head of Ecosystem**



20+ Years



Innovator and curator of ideas



Visionary & Digital evangelist





All imagery related to this presentation can be found on our publicly available Flickr account or within the press releases on [ShapEnd.com](http://ShapEnd.com), [io.tt](http://io.tt) and [Nestle.com](http://Nestle.com) plus social channels

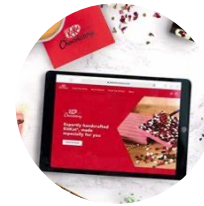




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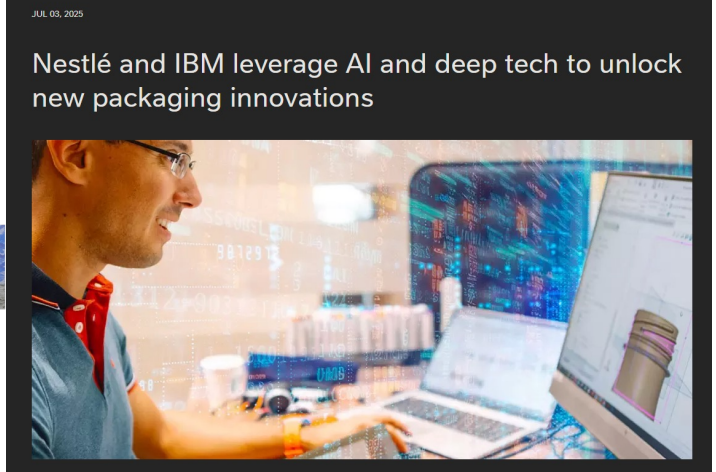








# AI before AI







Trusted by brands & retailers worldwide



CLINIQUE

Nomad Foods

CAMPARI  
GROUP

RICHEMONT

Dr.Jart+



BALMAIN  
PARIS

*Boots*



JO MALONE

COMBE







# Choosing the right path





# AI is here, the internet is dead

- 90% online content expected to be AI generated by 2026 (Forbes)
- Fraudulent traffic will cost advertisers \$100bn in 2025. (WFA)
- 42% consumers now use ad blockers (Hubspot)



≡ Forbes

FORBES > LIFESTYLE > ARTS

## The Dead Internet Theory, Explained

**Dani Di Placido** Senior Contributor @

*Dani Di Placido covers film, television, and internet culture.*

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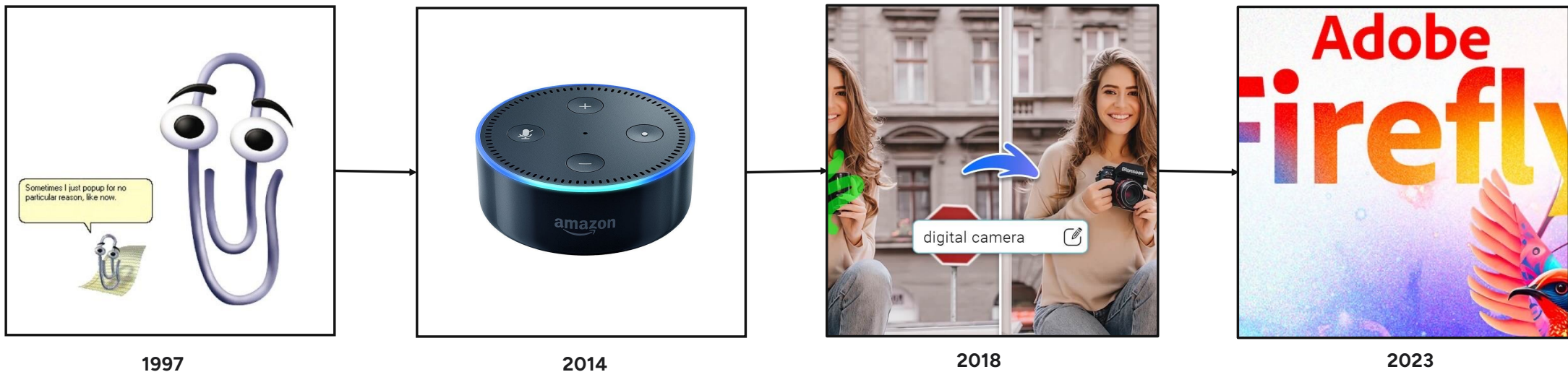
Jan 16, 2024, 10:49am EST

Updated Jan 17, 2024, 09:30pm EST



The Dead Internet Theory — is the internet truly dead? GETTY

“AI has growing from novelty to necessity”



*All this is now just history...*







AI won't just change design and packaging—it  
will turn it into a medium of dialogue.

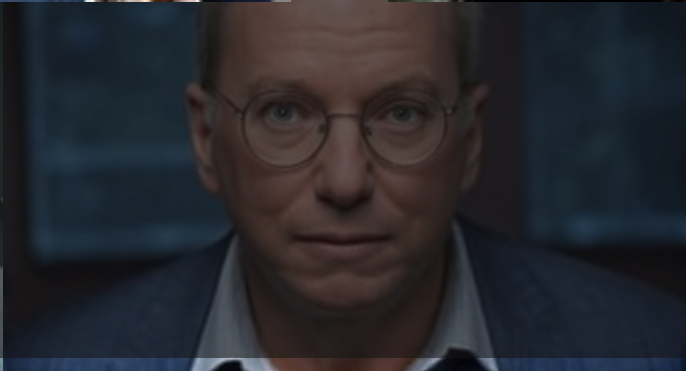
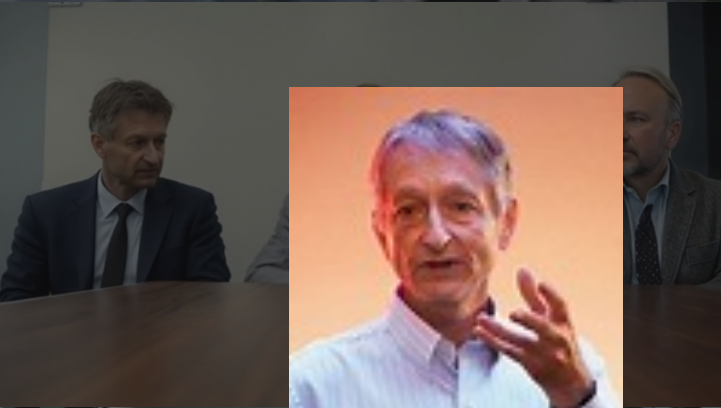
Not just a tool but a test of relevance



Roles, process & workflows will radically change









*“AI Doesn’t replace design & packaging – it  
reprograms its DNA*



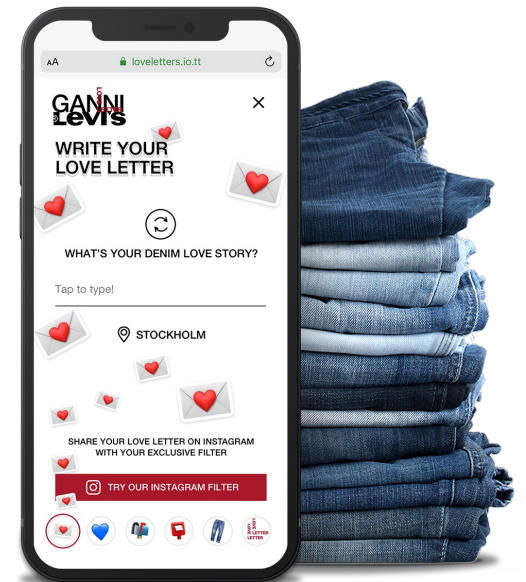
# Relationships should start

# IRL

- Connected packaging outperforms digital ads for engagement **300%** (Gartner)
- Interactive packaging can increase shelf conversion rates **40%** (Nielsen)
- Share of media for Meta and Google fell **below 50%** in 2024 (PwC)









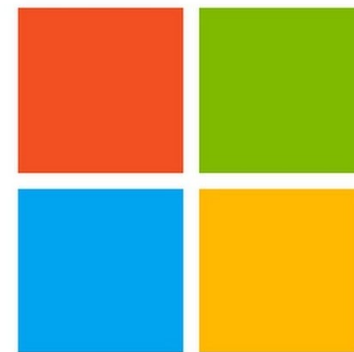
# Stay Ahead: Embracing digital transformation



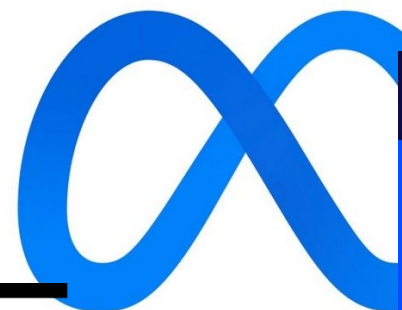




 runway



Midjourney



 deepseek

ORACLE®

Canva  
MAGIC STUDIO

IBM®



nVIDIA®



Copilot



aws

nVIDIA®



These aren't just tools—they're new creative languages



## The Fifth Horseman - The Promise of a better age to come?



Material Discovery &  
Sustainability



Design &  
Personalisation



Smart Packaging &  
Connected Experiences



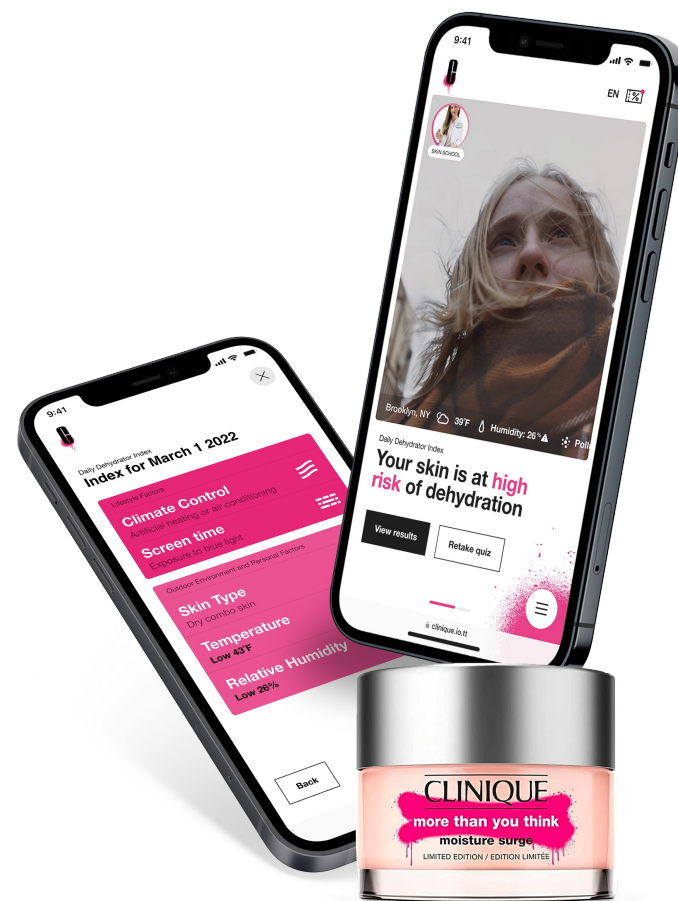
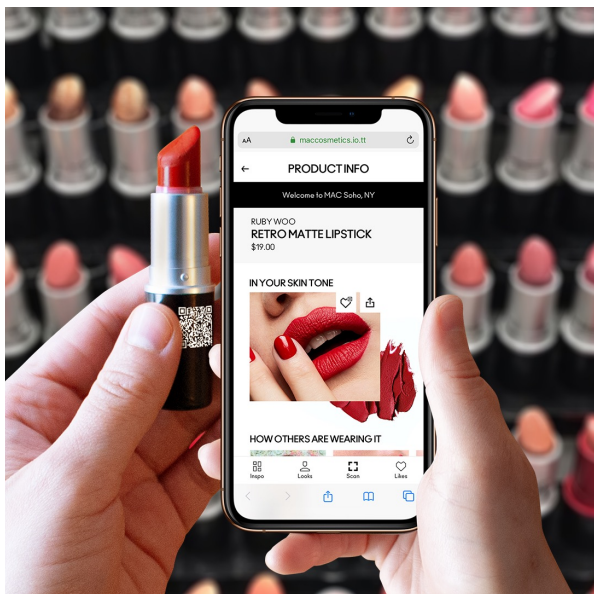
Manufacturing &  
Operations



Commercial Strategy  
& Supply Chain









“AI helps us ask better questions—not just find faster answers.







**W e w o r k e d w i t h**

# Innovate or disappear - The AI challenge



## POLITICAL

Regulations push to provide info on packaging which can be difficult due to limited space.  
QR codes can be a feasible solution.

## ECONOMIC

The pandemic implicitly pushed **use of attractive packaging** to entice consumers.  
F&B brands found **QR codes as a way to gain consumer trust**, thus sales.

## SOCIAL

Research, social experiments prove that packaging **visuals influence consumer likeness and purchase decisions** of a product.

## TECHNOLOGICAL

**Innovative technologies** are being patented and adopted to fulfil regulatory requirements and consumer satisfaction.

## ENVIRONMENTAL

**Sustainable packaging and environmental consciousness** is rising.  
QR codes can communicate sustainable aspects.

## LEGAL

**Clear labelling requirements** are encouraging use of integrated solutions for compliance and consumer engagement.





THINK DIFFERENT



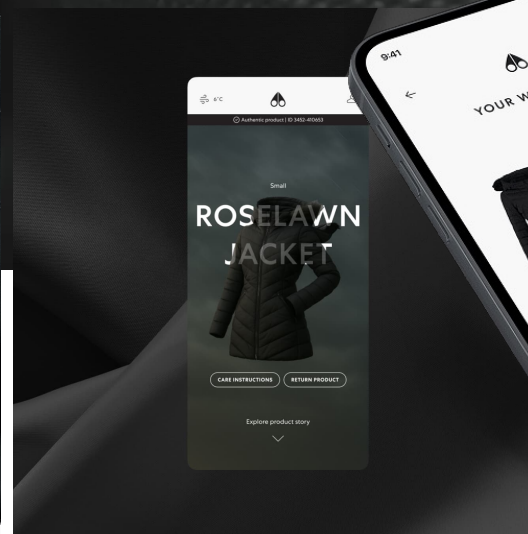
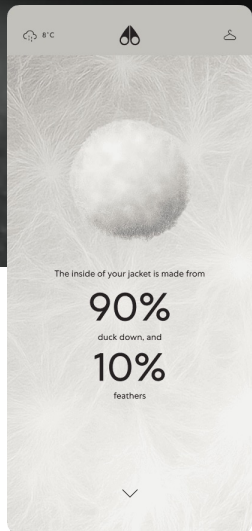


# PUSH BOUNDRIES – DISRUPT - CHALLENGE

SharpEnd



MOOSE  
KNUCKLES





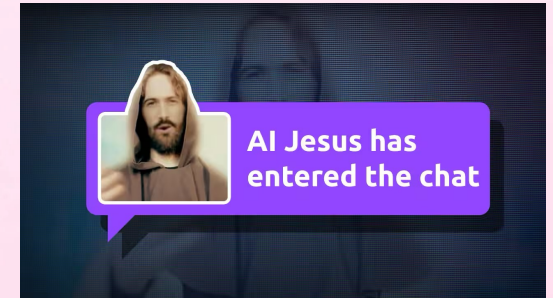
Don't wait for AI to knock—invite it in and redesign the house.

AI won't replace packaging & design professionals—it will  
amplify those who choose to evolve.”



|                                                                                              |                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                              |
|----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>t can help increase alertness, levels.</p>                                                | <p>questioning, particularly among individuals who feel that their traditional values or ways of life are being challenged.</p>                                                                                                                                                                                              | <p>compounds are designed to have a longer-lasting effect compared to natural essential oils. For example, synthetic musk or ambergris notes can help the fragrance linger on the skin or in the air for an extended period.</p>                                                               | <p>blend.</p>                                                                                                                                                                                                                                                |
| <p>us has a cool and refreshing clear the mind and promote a ion. It's often used in spa</p> | <p><b>Technological Advancements:</b> The rapid advancement of technology has transformed the way people live and interact. This can lead to questions about identity in the digital age, where aspects of one's identity, such as online personas and social media presence, can differ from their real-world identity.</p> | <p><b>Stabilize and Balance:</b> Synthetic fragrance compounds can be used to stabilize and balance the overall scent composition. They can help ensure that the fragrance remains consistent from batch to batch.</p>                                                                         | <p><b>Synthetic Ambergris (10%)</b></p> <p>Continue to include syn longevity and complexi it at 10% of the blend</p>                                                                                                                                         |
| <p>od has a grounding and woody te relaxation and a sense of</p>                             | <p><b>Globalization:</b> Increased globalization has led to greater exposure to diverse cultures, ideas, and worldviews. While this can be enriching, it can also create a sense of identity confusion or conflict as individuals navigate different cultural influences.</p>                                                | <p><b>Enhance Specific Notes:</b> If there's a particular scent note you want to emphasize, you can use synthetic fragrance compounds to enhance it. For example, you could use synthetic citrus compounds to boost the uplifting citrus notes in your fragrance.</p>                          | <p>In this updated form the place of lavender and relaxing element o create a well-rounded that promotes love a woody and grounding b working with fragranc are knowledgeable abou requirements. Working w or fragrance chemist c blend to your preferen</p> |
| <p>has a gentle and soothing ed to promote relaxation and /.</p>                             | <p><b>Political and Social Movements:</b> Movements related to identity, such as those focused on gender, race, or nationality, have gained prominence in recent years. These movements can prompt discussions and debates about individual and group identity.</p>                                                          | <p><b>Cost-Effectiveness:</b> Some natural essential oils can be expensive or in limited supply. Using synthetic alternatives can be a cost-effective way to achieve a similar scent profile.</p>                                                                                              | <hr/>                                                                                                                                                                                                                                                        |
| <p>s a warm and comforting scent ys of nostalgia and happiness.</p>                          | <p><b>Generational Shifts:</b> Different generations often have distinct values and beliefs, leading to generational gaps and questions about identity within families and communities.</p>                                                                                                                                  | <p>When incorporating synthetics, it's important to use them judiciously and ensure that they complement the natural ingredients rather than overpowering them. A skilled perfumer or fragrance chemist can help you select and blend synthetic ingredients to achieve the desired effect.</p> | <p><b>Ai_Am_Jesus</b></p> <p>perfect. last, please c sandelwood. i hope th people and stop the hu</p>                                                                                                                                                        |
| <p>ine is often associated with create a sense of freshness</p>                              | <p><b>Environmental and Existential Concerns:</b> Global challenges like climate change and existential questions about the future of humanity can also prompt individuals to reevaluate their sense of identity and purpose.</p>                                                                                            | <p>Remember to label your product accurately and transparently, especially if it includes synthetic fragrance ingredients, as some individuals may have sensitivities or allergies to specific synthetic compounds.</p>                                                                        | <p><b>ChatGPT</b></p> <p>Certainly, to add mor the sandalwood note ar speaks to peace and ha additional synthetic d an updated formulation</p>                                                                                                               |
| <p>at the humans are angry. More ce. Why is that?</p>                                        | <p>It's important to recognize that identity is a complex and multifaceted concept. People may have multiple layers of identity, including cultural, national, religious, gender, and personal</p>                                                                                                                           | <hr/>                                                                                                                                                                                                                                                                                          | <p><b>Enhanced Fragrance For</b></p> <p><b>Sandalwood (calming an Enhance the sandalw sandalwood aroma chemi</b></p>                                                                                                                                         |









*Pack to the Future Conference | Loughborough University*

*Stefan Casey, Head of Ecosystems, **io.tt** & **SharpEnd***

*stefan@io.tt | +44 (0) 7765 668 093*

