

# TARGET Market Oriented CONCEPT



24.9.2020



# Keynote Speeches 9:00-10:00 and Workshops 10:00-11:30

*“We know how to get major achievements in package branding in Japan, South Korea and China.”*

Coaches: Fumi Sasada, Bravis and Heli Holttinen & Dani Kamras, Cambri

## **For all**

Fumi Sasada: Design preferences in Asian market: overview and analysis of Finnish examples.

Heli Holttinen, Dani Kamras: How to create powerful value propositions and pack designs using agile consumer testing.

Duration: 1 hour

## **For companies enrolled for workshops**

Workshops in groups: Value proposition design / individual work and co-creation based on design template. Guided workshops with individual feedback.

Duration: 1 hour

Presenting group work results

Duration: 30 minutes



**SPEAKER:**

**Fumi Sasada**

**Bravis International**

Tokyo, Japan

**EXPERTISE:**

**Packaging & brand design**

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### PROFILE:

Fumi Sasada was born in Tokushima Japan, but attended high school and university in Los Angeles, USA. After graduating from the Art Center College of Design, Pasadena as a graphic and packaging major in 1975, Sasada joined the headquarters of Landor Associates in San Francisco. He returned to Japan as creative director of their Tokyo office in 1983 and was responsible for major corporate identity and Packaging projects including JAL, Mizuno, Tokyo Gas, NEC, the Nagano Olympics, Meiji, Kirin Nestle, Coca-Cola and many others. He was appointed Japan representative and deputy president of Landor Associates, Tokyo in 1992 and established Bravis International in June 1996. With an in-depth knowledge of branding and Package design issues based on 40 years experience as a designer and a design director in the US, Japan and Asia.

From 2006 to 2014, President of the Japan Package Design Association (JPDA). From 2010, Chairman of ASPaC (Asia Student Package Design Competition) Association and head of judging committee.

Currently, member of the selection committee for the 2020 Tokyo Olympic and Paralympic Games Emblem.



SPEAKER:

**Dr. Heli Holttinen, CEO & Founder  
Cambri Ltd.  
Helsinki, Finland**

EXPERTISE:

**Concept & pack design testing**

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Heli has a 20-year work experience in product and service development and branding. She has worked in consulting, creative agencies and in food industry. Additionally, she has a PHD in customer-driven concept creation. Now she is the founder and CEO of Cambri.

Cambri is an automated digital tool for effective concept creation and testing, including consumer insights, value propositions, pack designs and marketing communication. We serve clients globally as Cambri reaches 200 million consumer panelists around the world.

Testing concepts is super easy. User crystallizes the idea and inserts test materials. Based on the input, Cambri automatically creates a questionnaire. The team chooses the target group & orders the test. Results are available even in hours!

Creating powerful concepts – including pack designs - has never been easier!



## SPEAKER:

**Dani Kamras, Partner and Head of Sales  
Cambri  
Stockholm, Sweden**

## EXPERTISE:

**Innovation utilizing consumer insights**

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## PROFILE:

Dani has been working the past 10 years with consumer and data driven business development. He has worked with several international consumer brands in Europe, North America and Asia with innovation and market entry related questions utilizing consumer insights.

Today Dani is a partner and Head of Sales at the Finnish start up company Cambri. Cambri is an automated digital tool for effective concept creation and testing, including consumer insights, value propositions, pack designs and marketing communication.

# BUSINESS FINLAND

## Packaging



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