



# Recycling style guide

November 2019

# Contents Page

## Introduction

The Challenge and our Vision	3 - 9
Market Framework	10 - 13

## Recycling Infrastructure Present

Overview	14 - 15
Translation of Assets	16
Messaging Matrix	17- 18
Fixed Assets	19 - 20
Flexed Assets	21
Design System	22 - 23
Off Pack Examples	24 - 28

## Recycling Infrastructure Partially Present

Overview	29 - 30
Translation of Assets	31
Messaging Matrix	32 - 33
Fixed Assets	34 - 35
Flexed Assets	36
Design System	37 - 39
Off Pack Examples	40 - 42

## Recycling Infrastructure Not Present

Overview	43 - 44
Translation of Assets	45
Messaging Matrix	46 - 47
Fixed Assets	48 - 50
Flexed Assets	51
Design System	52 - 54
Off Pack Examples	55 - 57

## Contacts

58

## The Challenge

# Planet Earth is becoming Planet Plastic

Did you know that by 2050 it is estimated there will be more plastic than fish in the world's oceans? Today we are more and more confronted with the effects of plastic: planet Earth is becoming 'planet plastic'.

Treating plastic packaging as a valuable resource to be managed efficiently and effectively is a key priority in achieving Sustainable consumption and production.

Since the introduction of its Sustainable Living Plan in 2010, Unilever has been inspiring and enabling consumers to adopt more sustainable habits and products. Unilever's vision is to increase positive social impact, while reducing environmental impact, and each of their brands is engaging with consumers to bring this vision to life.

To help transform global plastic packaging material flows, Knorr, one of the world's biggest food brands, has committed to ensure all its plastic packaging is fully recyclable, reusable or compostable by 2022.



We're the green brand



It's more than  
a look, it's an  
outlook

An integral part  
of our promise:  
Good for Dish,  
Good for You,  
Good for Planet

Today, we're  
sharing that  
message with  
the world

Taking a big step  
towards a  
smaller footprint

And inviting everyone  
to join us on the  
journey

## Introduction to this document

**Limited edition pack takeovers and key visuals** will play a crucial role in **sharing our vision** of increasing positive social impact while **reducing our environmental impact**.

Due to **varying levels of recycling awareness** and capabilities across **Knorr's markets** this document has been organised into the following three groups:

- **Recycling Infrastructure Present**
- **Recycling Infrastructure Partially Present**
- **Recycling Infrastructure Not Present**

This ensures that messaging and accompanying creative is **tailored to each specific audience**.

# Our framework can flex across country clusters with varying levels of awareness

Well Developed Markets				Developing Markets			
		Recycling Present	Recycling Partially Present	Recycling Not Present			
Recycling Infrastructure Levels	Consumer Mindset	Recycling Infastructure is <b>present</b> . (DE, FR, USA, CAN)	Recycling Infastructure is <b>partially</b> present. (MX, AR, SA)	Recycling Infastructure is <b>not</b> present. (NG, )			
		Recycling is habitual and highly evolved. Some scepticism about whether efforts are worthwhile.	Consumers are aware of recycling but can be seen as a ‘hassle’.	Consumers are aware of issue but have no opportunity or incentive to recycle.			
		Winover the final sceptics and convince them that Knorr is taking action	Educate on recycling and disposal Raise awareness Make local important to consumer	Raise awareness amongst those who believe big Corporates should be more responsible			

# Our designs are therefore tailored to these three country clusters

Well Developed Markets

Developing Markets

## Recycling Present



## Recycling Partially Present



## Recycling Not Present





# Our Assets

Well Developed Markets

Developing Markets

Recycling Present	Recycling Partially Present	Recycling Not Present
<p>Fixed: Knorr Recycling Wood Background</p> 	<p>Fixed: Knorr Recycling Wood Background</p> 	<p>Fixed: Knorr Recycling Wood Background</p> 
<p>Fixed: Mobius Symbol</p> 	<p>Fixed: Globe Supported by Mobius Symbol</p> 	<p>Flexed: A reusable icon supported by the Mobius symbol (if recognised within the market)</p> 
<p>Fixed: Hero Mobius symbol with supporting copy to further educate and encourage the consumer to recycle</p> 	<p>Fixed: Hero Mobius symbol with supporting copy to further educate and encourage the consumer to recycle</p> 	<p>Fixed: Hero second life or educate on recycling. If Mobius symbol is recognised, this can be used as a sign-off</p> 
	<p>If the Mobius symbol can't be used on the pack please use the symbols for plant based material or less packaging</p> 	



# Recycling Infrastructure - Present

# Infrastructure Present - Overview



Daily Joy Limited Edition Pouch

Recycling Present	
Recycling Infrastructure Levels	Recycling Infastructure is <b>present</b> . (DE, FR, USA, CAN)
Consumer Mindset	Recycling is habitual and highly evolved. Some scepticism about whether efforts are worthwhile.
Strategic Objective of Messaging	<b>Winover the final sceptics and convince them that Knorr is taking action</b>



# Translation of Core Assets – Infrastructure Present

We have evolved our recognised assets into a Limited Edition pack take over, ensuring our pack is still recognisable whilst delivering our recycling message.



Daily Joy Core Pouch



Daily Joy Limited Edition Pouch

# How to Use - Messaging Matrix

To use, please select one format most relevant to your market portfolio and use the relevant messaging across touchpoints. For example, if your markets hero SKU is a pouch, take the relevant line and then select application from the top of the grid.

	Website	Press Ad	Front of pack	Back of pack	POS
Pouch	<p><b>Knorr® Now Even Greener</b></p> <p>Knorr® products are enjoyed by 320 million people every day. The packaging we serve them in can therefore make a real, positive difference to the planet.</p> <p>Today, we're leading the industry forward by ensuring that all of our sachets are ready to recycle.</p> <p>Let's build a greener future together.</p>	<p><b>Knorr® Now Even Greener</b></p> <p>We're Knorr®, the green brand working for a greener planet.</p> <p>Today, we're launching a recyclable Knorr sachet. And we're committing to ensuring that all of our packaging will be fully recyclable by 2025.</p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p><b>Greener Sachet. Cleaner Planet.</b></p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p>We're the green brand working for a greener planet. This sachet is ready to recycle. Please do your bit and remember to recycle it.</p>	<p><b>Knorr® Now Even Greener</b></p> <p><b>Flavour-Filled. Recycle-Ready.</b></p>
Carton	<p><b>Knorr® Now Even Greener</b></p> <p>Knorr® products are enjoyed by 320 million people every day. The packaging we serve them in can therefore make a real, positive difference in the planet.</p> <p>All of our plant-based boxes are made from 100% sustainably sourced carton and are ready to recycle.</p> <p>Let's build a greener future together.</p>	<p><b>Knorr® Now Even Greener</b></p> <p>We're Knorr®, the green brand working for a greener planet.</p> <p>Today our boxes are ready to recycle, made from 100% sustainably sourced carton. And we're committing to ensuring that all of our packaging will be fully recyclable by 2025.</p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p><b>The Green Choice for a Greener Planet</b></p> <p><b>Made with 100% Sustainably Sourced Carton</b></p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p>So, for example if you were creating a Pouch Back of Pack for a market with a Recycling Present infrastructure, you would use the copy above.</p> <p>We're the green brand working for a greener planet. This pouch is ready to recycle. Please do your bit and remember to recycle it.</p>	<p><b>The Green Choice for a Greener Planet</b></p>
Pot	<p><b>Ready to Recycle for a Cleaner Future</b></p> <p>Plastic is brilliantly useful, but it takes ages to break down. So, whilst we can't stop using it altogether just yet, we're taking steps to ensure that it never ends up floating in our oceans or buried under our land.</p> <p>Today, your Knorr® pots are ready to recycle.</p> <p>Let's build a greener future together.</p>	<p><b>Ready to Recycle for a Cleaner Planet</b></p> <p>At Knorr, we're taking steps to ensure that the plastic we use helps to protect the planet's natural beauty.</p> <p>Today, your Knorr® pots are ready to recycle. And we're working to make all of our packaging fully recyclable by 2025.</p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p><b>The Green Choice for a Greener Planet</b></p>	<p><b>Ready to Recycle for a Greener Future</b></p> <p>We're the green brand working for a greener planet. This pot is ready to recycle.</p> <p>Please separate the parts and remember to recycle them.</p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p><b>The Green Choice for a Greener Planet</b></p>

# Infrastructure Present - Messaging Matrix

	Website	Press Ad	Front of pack	Back of pack	POS
Pouch	<p><b>Knorr® Now Even Greener</b></p> <p>Knorr® products are enjoyed by 320 million people every day. The packaging we serve them in can therefore make a real, positive difference to the planet.</p> <p>Today, we're leading the industry forward by ensuring that all of our sachets are ready to recycle.</p> <p>Let's build a greener future together.</p>	<p><b>Knorr® Now Even Greener</b></p> <p>We're Knorr®, the green brand working for a greener planet.</p> <p>Today, we're launching a recyclable Knorr sachet. And we're committing to ensuring that all of our packaging will be fully recyclable by 2025.</p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p><b>Greener Sachet. Cleaner Planet.</b></p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p>We're the green brand working for a greener planet. This sachet is ready to recycle. Please do your bit and remember to recycle it.</p>	<p><b>Knorr® Now Even Greener</b></p> <p><b>Flavour-Filled. Recycle-Ready.</b></p>
Carton	<p><b>Knorr® Now Even Greener</b></p> <p>Knorr® products are enjoyed by 320 million people every day. The packaging we serve them in can therefore make a real, positive difference in the planet.</p> <p>All of our plant-based boxes are made from 100% sustainably sourced carton and are ready to recycle.</p> <p>Let's build a greener future together.</p>	<p><b>Knorr® Now Even Greener</b></p> <p>We're Knorr®, the green brand working for a greener planet.</p> <p>Today our boxes are ready to recycle, made from 100% sustainably sourced carton. And we're committing to ensuring that all of our packaging will be fully recyclable by 2025.</p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p><b>The Green Choice for a Greener Planet</b></p> <p><b>Made with 100% Sustainably Sourced Carton</b></p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p>We're the green brand working for a greener planet. This box is plant-based and ready to recycle. Please do your bit and remember to recycle it.</p>	<p><b>The Green Choice for a Greener Planet</b></p>
Pot	<p><b>Ready to Recycle for a Cleaner Future</b></p> <p>Plastic is brilliantly useful, but it takes ages to break down. So, whilst we can't stop using it altogether just yet, we're taking steps to ensure that it never ends up floating in our oceans or buried under our land.</p> <p>Today, your Knorr® pots are ready to recycle.</p> <p>Let's build a greener future together.</p>	<p><b>Ready to Recycle for a Cleaner Planet</b></p> <p>At Knorr, we're taking steps to ensure that the plastic we use helps to protect the planet's natural beauty.</p> <p>Today, your Knorr® pots are ready to recycle. And we're working to make all of our packaging fully recyclable by 2025.</p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p><b>The Green Choice for a Greener Planet</b></p>	<p><b>Ready to Recycle for a Greener Future</b></p> <p>We're the green brand working for a greener planet. This pot is ready to recycle.</p> <p>Please separate the parts and remember to recycle them.</p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p><b>The Green Choice for a Greener Planet</b></p>



# Hero SKU - Infrastructure Present

This pack is an example of the hero SKU in this country cluster.



Daily Joy Limited Edition Pouch

# Design System - Infrastructure Present, Fixed Assets

This shows the Fixed assets being carried across a market where Recycling is Present

**Knorr Logo** - Please use appropriate logo as per your market.

**Secondary Messaging** - This would change according to messaging matrix previously shown on page 18. It should always be in Atrament Semi Bold

**Our Promise** - There should be an additional claim highlighting the sustainable benefit of the pouch

**GDA**



**Dark Green Background** - Ensure you are using correct asset.

**Large Mobius Symbol** - The colour breakdown for the Mobius symbol should be:  
C = 70, M = 0, Y = 100, K = 0

**Educational** - Hero Mobius symbol with supporting copy to further educate and encourage the consumer to recycle



# Design System - Infrastructure Present, Flexed Assets

This shows the Assets that would be changed across a market where Recycling is Present

**Variant Name** - This would change depending on SKU. It should always be in Atrament Semi Bold

**Variant Band** - Colour would change depending on variant or range



**Dish Shot and Cameos** - Update to Relevant Dish Shot and Cameos. The Dish shot should sit in the center of the Mobius Symbol, and cameos should be scattered around naturally. (For full details on Photography, please refer to pages 56-61 of the Knorr Packaging Guidelines)

**Claims** - These would change depending on SKU

# Design System - Infrastructure Present

This shows how the assets would change depending on variant.



Daily Joy Limited Edition Pouch



Daily Joy Limited Edition Pouch Schematic



# Design System - Infrastructure Present

As we have focused on a Hero SKU for each recycling awareness group - This page shows how our design system would then flex across the two different formats in the form of Schematics.



Daily Joy Limited Edition Pouch



Limited Edition Pot Schematic



Limited Edition Carton Schematic



# Recycling Infrastructure - Present

Off Pack Examples



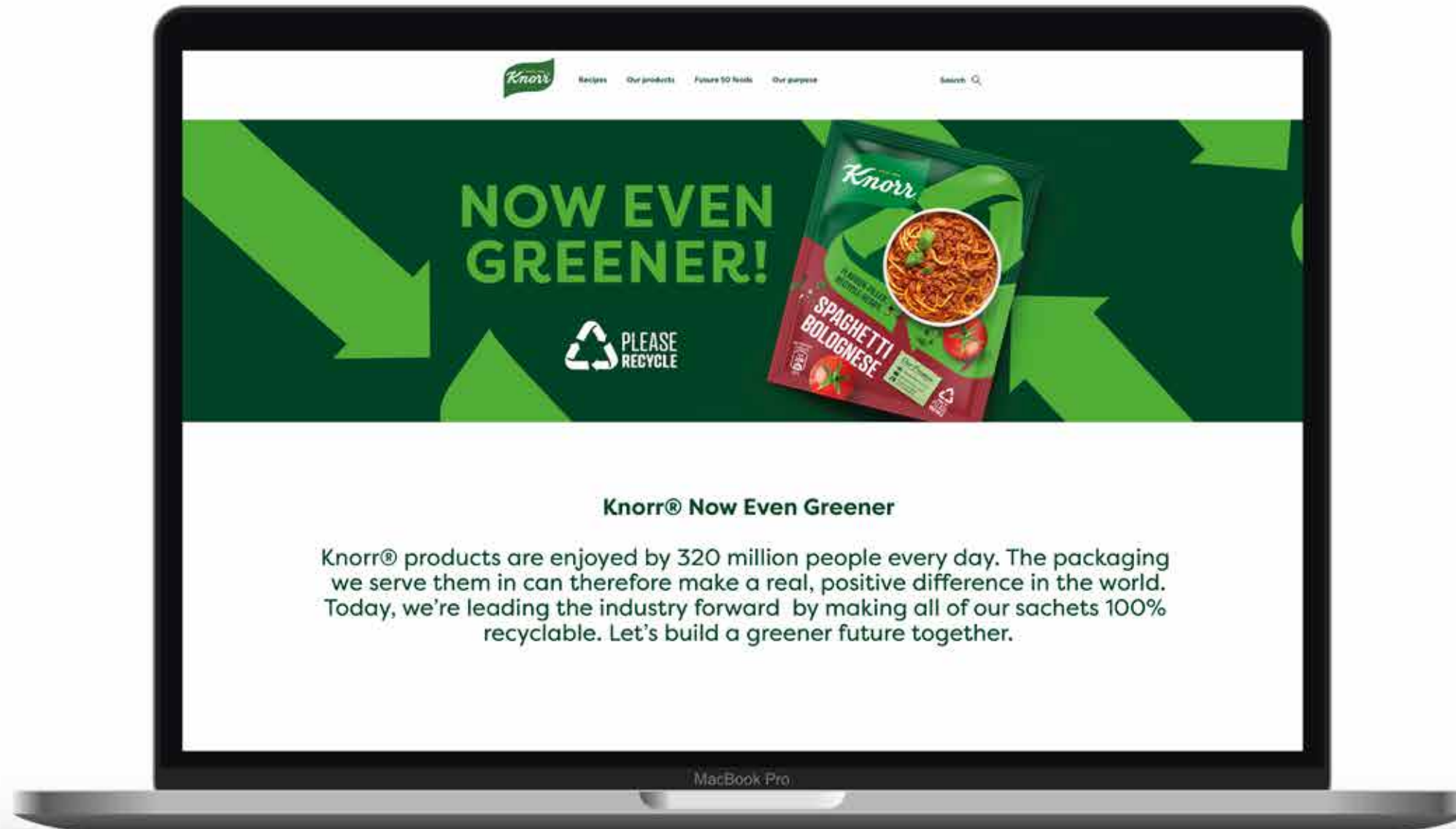
# NOW EVEN GREENER!

We're Knorr, the green brand working for a greener world.

Today, we're launching a recyclable Knorr sachet. And we're committed to ensuring that all of our packaging will be fully recyclable by 2025.



# Website













The background is a dark green color with a large, light green recycling symbol (three arrows forming a triangle) partially visible on the right side.

# Recycling Infrastructure - Partially Present

# Infrastructure Partially Present - Overview



Daily Joy Limited Edition Bouillon Carton

Recycling Partially Present	
Recycling Infrastructure Levels	Recycling Infastructure is <b>partially</b> present. (MX, AR, SA)
Consumer Mindset	Consumers are aware of recycling but it can be seen as a ‘hassle’.
Strategic Objective of Messaging	<b>Educate on recycling and disposal</b> <b>Raise awareness</b> <b>Make local important to consumer</b>

# Translation of Core Assets - Infrastructure Partially Present

We have evolved our recognised assets into a Limited Edition pack take over, ensuring our pack is still recognisable whilst delivering our recycling message.



Daily Joy Bouillon Carton



Daily Joy Limited Edition Bouillon Carton

# How to Use - Messaging Matrix

To use, please select one format most relevant to your market portfolio and use the relevant messaging across touchpoints. For example, if your markets hero SKU is a Carton, take the relevant line and then select application from the top of the grid.

	Website	Press Ad	Front of pack	Back of pack	POS
Pouch	<p><b>Knorr® Now Even Greener</b></p> <p>Knorr® products are enjoyed by 320 million people every day. The packaging we serve them in can therefore make a real, positive difference to the planet.</p> <p>Today, we're leading the industry forward by ensuring that all of our sachets are ready to recycle.</p> <p>Let's build a greener future together.</p>	<p><b>Knorr® Now Even Greener</b></p> <p>We're Knorr®, the green brand working for a greener planet.</p> <p>Today, we're launching a recyclable Knorr sachet. And we're committing to ensuring that all of our packaging will be fully recyclable by 2025.</p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p><b>Greener Sachet. Cleaner Planet.</b></p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p>We're the green brand working for a greener planet. This sachet is ready to recycle. Please do your bit and remember to recycle it.</p>	<p><b>Knorr® Now Even Greener</b></p> <p><b>Flavour-Filled. Recycle-Ready.</b></p>
Carton	<p><b>Knorr® Now Even Greener</b></p> <p>Knorr® products are enjoyed by 320 million people every day. The packaging we serve them in can therefore make a real, positive difference in the planet.</p> <p>All of our plant-based boxes are made from 100% sustainably sourced carton and are ready to recycle.</p> <p>Let's build a greener future together.</p>	<p><b>Knorr® Now Even Greener</b></p> <p>We're Knorr®, the green brand working for a greener planet.</p> <p>Today our boxes are ready to recycle, made from 100% sustainably sourced carton. And we're committing to ensuring that all of our packaging will be fully recyclable by 2025.</p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p><b>The Green Choice for a Greener Planet</b></p> <p><b>Made with 100% Sustainably Sourced Carton</b></p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p>We're the green brand working for a greener planet. This box is plant-based and ready to recycle. Please do your bit and remember to recycle it.</p>	<p><b>The Green Choice for a Greener Planet.</b></p> <p><b>Recycle-Ready. Go Litter Free.</b></p>
Pot	<p><b>Ready to Recycle for a Greener Future</b></p> <p>Plastic is brilliantly useful, but it takes ages to break down. So, whilst we can't stop using it altogether just yet, we're taking steps to ensure that it never ends up floating in our oceans or buried under our land.</p> <p>Today, your Knorr® pots are ready to recycle.</p> <p>Let's build a greener future together.</p>	<p><b>Ready to Recycle for a Cleaner [Country]</b></p> <p>At Knorr, we're taking steps to ensure that the plastic we use helps to protect the planet's natural beauty.</p> <p>Today, your Knorr® pots are ready to recycle. And we're working to make all of our packaging fully recyclable by 2025.</p>	<p><b>Recycle-Ready. Go Litter Free.</b></p> <p><b>Recycle-Ready for a Cleaner [Country].</b></p>	<p>So, for example if you were creating a Carton Back of Pack for a market with a Recycling Partially Present infrastructure, you would use the copy above.</p> <p><b>Ready to Recycle for a cleaner [Country]</b></p> <p>This pot is ready to recycle. Let's build a cleaner [Country] together.</p>	<p><b>Recycle-Ready. Go Litter Free.</b></p> <p><b>Recycle-Ready for a Cleaner [Country]</b></p>

# Infrastructure Partially Present - Messaging Matrix

	Website	Press Ad	Front of pack	Back of pack	POS
Pouch	<p><b>Knorr® Now Even Greener</b></p> <p>Knorr® products are enjoyed by 320 million people every day. The packaging we serve them in can therefore make a real, positive difference to the planet.</p> <p>Today, we're leading the industry forward by ensuring that all of our sachets are ready to recycle.</p> <p>Let's build a greener future together.</p>	<p><b>Knorr® Now Even Greener</b></p> <p>We're Knorr®, the green brand working for a greener planet.</p> <p>Today, we're launching a recyclable Knorr sachet. And we're committing to ensuring that all of our packaging will be fully recyclable by 2025.</p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p><b>Greener Sachet. Cleaner Planet.</b></p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p>We're the green brand working for a greener planet. This sachet is ready to recycle. Please do your bit and remember to recycle it.</p>	<p><b>Knorr® Now Even Greener</b></p> <p><b>Flavour-Filled. Recycle-Ready.</b></p>
Carton	<p><b>Knorr® Now Even Greener</b></p> <p>Knorr® products are enjoyed by 320 million people every day. The packaging we serve them in can therefore make a real, positive difference in the planet.</p> <p>All of our plant-based boxes are made from 100% sustainably sourced carton and are ready to recycle.</p> <p>Let's build a greener future together.</p>	<p><b>Knorr® Now Even Greener</b></p> <p>We're Knorr®, the green brand working for a greener planet.</p> <p>Today our boxes are ready to recycle, made from 100% sustainably sourced carton. And we're committing to ensuring that all of our packaging will be fully recyclable by 2025.</p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p><b>The Green Choice for a Greener Planet</b></p> <p><b>Made with 100% Sustainably Sourced Carton</b></p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p>We're the green brand working for a greener planet. This box is plant-based and ready to recycle. Please do your bit and remember to recycle it.</p>	<p><b>The Green Choice for a Greener Planet.</b></p> <p><b>Recycle-Ready. Go Litter Free.</b></p>
Pot	<p><b>Ready to Recycle for a Greener Future</b></p> <p>Plastic is brilliantly useful, but it takes ages to break down. So, whilst we can't stop using it altogether just yet, we're taking steps to ensure that it never ends up floating in our oceans or buried under our land.</p> <p>Today, your Knorr® pots are ready to recycle.</p> <p>Let's build a greener future together.</p>	<p><b>Ready to Recycle for a Cleaner [Country]</b></p> <p>At Knorr, we're taking steps to ensure that the plastic we use helps to protect the planet's natural beauty.</p> <p>Today, your Knorr® pots are ready to recycle. And we're working to make all of our packaging fully recyclable by 2025.</p>	<p><b>Recycle-Ready. Go Litter Free.</b></p> <p><b>Recycle-Ready for a Cleaner [Country].</b></p>	<p><b>Ready to Recycle for a Greener Future</b></p> <p>We're the green brand working for a greener planet. This pot is ready to recycle. Please separate the parts and remember to recycle them.</p> <p><b>Ready to Recycle for a cleaner [Country]</b></p> <p>This pot is ready to recycle. Let's build a cleaner [Country] together.</p>	<p><b>Recycle-Ready. Go Litter Free.</b></p> <p><b>Recycle-Ready for a Cleaner [Country]</b></p>



# Hero SKU - Infrastructure Partially Present

This pack is an example of the hero SKU in this country cluster.



Daily Joy Limited Edition Bouillon Carton

# Design System - Infrastructure Partially Present, Fixed Assets

This shows the Fixed assets being carried across a market where Recycling is Partially Present

**Knorr Logo** - Please use appropriate logo as per your market.

**Dark Green Background** - Ensure you are using correct asset.

**Our Promise** - Ensure you are using correct asset

**Globe** - The globe should always be sat next to the secondary messaging. When the dish is placed next to it, it will resemble a full circle.



**Mandatory Information**

**Light Green Background** - Ensure you are using correct Knorr Core Fresh wood Background (For full details please refer to page 30 of the Knorr Packaging Guidelines)

**Secondary Messaging** - This would change according to messaging matrix previously shown on page 33. It should always be in Atrament Semi Bold

**GDA**

**Educational** - Hero Mobius symbol with supporting copy to further educate and encourage the consumer to recycle

# Design System - Infrastructure Partially Present, Flexed Assets

This shows the Assets that would be changed across a market where Recycling is Partially Present

**Dish Shot and Cameos** - Update to Relevant Dish Shot and Cameos. The Dish shot should sit in the center of the Mobius Symbol, and cameos should be scattered around naturally.  
(For full details on Photography, please refer to pages 56-61 of the Knorr Packaging Guidelines)

**Variant Band** - Colour would change depending on variant or range

**Variant Name** - This would change depending on SKU. It should always be in Atrament Semi Bold



**Illustration** - Illustrations should change depending on ingredients in the variant. The style of illustration should mirror our claims - simple shapes with negative space. They should be in the same tones of green to the globe. Add some jagged shapes to resemble flecks to add to naturalness.

**Claims** - These would change depending on SKU



# Design System - Infrastructure Partially Present

This shows how the assets would change depending on variant.



Daily Joy Limited Edition Bouillon Carton



Daily Joy Limited Edition Bouillon Carton Schematic

# Design System - Infrastructure Partially Present

As we have focused on a Hero SKU for each recycling awareness group - This page shows how our design system would then flex across the two different formats in the form of Schematics.



Daily Joy Limited Edition Bouillon Carton



Limited Edition Pouch Schematic



Limited Edition Pot Schematic

# Design System - Infrastructure Partially Present B

If SRP covers too much of variant name, please use this alternative pack layout with diagonal variant band.



Limited Edition LATAM Vegetable Bouillon Carton



Limited Edition Pouch Schematic B



Limited Edition Pot Schematic B



# Recycling Infrastructure - **Partially Present** Off Pack Examples



POS



## POS 2





# Recycling Infrastructure - Not Present

# Infrastructure Not Present - Overview



Daily Joy Limited Edition Pot

Recycling Not Present	
Recycling Infrastructure Levels	Recycling Infastructure is <b>not</b> present. (NG, )
Consumer Mindset	Consumers are aware of issue but have no opportunity or incentive to recycle.
Strategic Objective of Messaging	<b>Raise awareness amongst those who believe big Corporates should be more responsible</b>



# Translation of Core Assets - Infrastructure Not Present

We have evolved our recognised assets into a Limited Edition pack take over, ensuring our pack is still recognisable whilst delivering our recycling message.



Daily Joy Pot



Daily Joy Limited Edition Pot

# How to use - Messaging Matrix

To use, please select one format most relevant to your market portfolio and use the relevant messaging across touchpoints. For example, if your markets hero SKU is a Pot, take the relevant line and then select application from the top of the grid.

	Website	Press Ad	Front of pack	Back of pack	POS
Pouch	<p><b>Knorr® Now Even Greener</b></p> <p>Knorr® products are enjoyed by 320 million people every day. The packaging we serve them in can therefore make a real, positive difference to the planet.</p> <p>Today, we're leading the industry forward by ensuring that all of our sachets are ready to recycle.</p> <p>And we've teamed up with [third party] to provide a free, simple solution for recycling your Knorr® sachets.</p>	<p><b>Knorr® Now Even Greener</b></p> <p>We're Knorr®, the green brand working for a greener planet.</p> <p>Today, we're launching a recyclable Knorr sachet. And we've teamed up with [third party] to provide a free, simple solution for recycling your Knorr® sachets.</p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p><b>Greener Sachet. Cleaner Planet.</b></p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p>We're the green brand working for a greener planet. This sachet is ready to recycle. Drop it off at a [third party] point and let's build a greener future together.</p>	<p><b>Knorr® Now Even Greener</b></p> <p><b>Flavour-Filled. Recycle-Ready.</b></p>
Carton	<p><b>Knorr® Now Even Greener</b></p> <p>Knorr® products are enjoyed by 320 million people every day. The packaging we serve them in can therefore make a real, positive difference in the planet.</p> <p>All of our plant-based boxes are made from 100% sustainably sourced carton and are ready to recycle.</p> <p>And we've teamed up with [third party] to provide a free, simple solution for recycling your Knorr® cartons.</p>	<p><b>Knorr® Now Even Greener</b></p> <p>We're Knorr®, the green brand working for a greener planet.</p> <p>Today, our boxes are made from 100% sustainably sourced carton and are ready to recycle. And we've teamed up with [third party] to provide a free, simple solution for recycling your Knorr® cartons.</p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p><b>The Green Choice for a Greener Planet</b></p> <p><b>Made with 100% Sustainably Sourced Carton</b></p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p>We're the green brand working for a greener planet. This box is plant-based and ready to recycle. Drop it off at a [third party] point and let's build a greener future together.</p> <p><b>So, for example if you were creating a Pot Back of Pack for a market with a Recycling Not Present infrastructure, you would use the copy below.</b></p>	<p><b>The Green Choice for a Greener Planet.</b></p> <p><b>Recycle-Ready. Go Litter Free.</b></p>
Pot	<p><b>Ready to Recycle for a Cleaner [Country]</b></p> <p>Plastic is brilliantly useful, but it takes ages to break down. So, whilst we can't stop using it altogether just yet, we're taking steps to ensure that it never ends up clogging up our drains or buried under our land.</p> <p>Today, your Knorr® pots are ready to recycle.</p> <p>And we've teamed up with [third party] to provide a free, simple solution for recycling your Knorr® pots.</p>	<p><b>Ready to Recycle for a Cleaner [Country]</b></p> <p>At Knorr, we're taking steps to ensure that the plastic we use helps to protect the [country] of natural beauty.</p> <p>Today, your Knorr® pots are ready to recycle. And we're working to make all of our packaging fully recyclable by 2025.</p>	<p><b>Recycle-Ready. Go Litter Free.</b></p> <p><b>Recycle-Ready for a Cleaner [Country].</b></p>	<p><b>Ready to Recycle for a Greener Future</b></p> <p>This pot is ready to recycle. Drop it off at a [third party] point and let's build a greener future together.</p> <p><b>Ready to Recycle for a Cleaner [Country]</b></p> <p>This pot is ready to recycle. Let's build a cleaner [Country] together.</p>	<p><b>Recycle-Ready. Go Litter Free.</b></p> <p><b>Recycle-Ready for a Cleaner [Country]</b></p>

# Infrastructure Not Present - Messaging Matrix

Please note, for brands that use red as their predominant colour, use alternative headlines that don't reference green.

	Website	Press Ad	Front of pack	Back of pack	POS
Pouch	<p><b>Knorr® Now Even Greener</b></p> <p>Knorr® products are enjoyed by 320 million people every day. The packaging we serve them in can therefore make a real, positive difference to the planet.</p> <p>Today, we're leading the industry forward by ensuring that all of our sachets are ready to recycle.</p> <p>And we've teamed up with [third party] to provide a free, simple solution for recycling your Knorr® sachets.</p>	<p><b>Knorr® Now Even Greener</b></p> <p>We're Knorr®, the green brand working for a greener planet.</p> <p>Today, we're launching a recyclable Knorr sachet. And we've teamed up with [third party] to provide a free, simple solution for recycling your Knorr® sachets.</p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p><b>Greener Sachet. Cleaner Planet.</b></p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p>We're the green brand working for a greener planet. This sachet is ready to recycle. Drop it off at a [third party] point and let's build a greener future together.</p>	<p><b>Knorr® Now Even Greener</b></p> <p><b>Flavour-Filled. Recycle-Ready.</b></p>
Carton	<p><b>Knorr® Now Even Greener</b></p> <p>Knorr® products are enjoyed by 320 million people every day. The packaging we serve them in can therefore make a real, positive difference in the planet.</p> <p>All of our plant-based boxes are made from 100% sustainably sourced carton and are ready to recycle.</p> <p>And we've teamed up with [third party] to provide a free, simple solution for recycling your Knorr® cartons.</p>	<p><b>Knorr® Now Even Greener</b></p> <p>We're Knorr®, the green brand working for a greener planet.</p> <p>Today, our boxes are made from 100% sustainably sourced carton and are ready to recycle. And we've teamed up with [third party] to provide a free, simple solution for recycling your Knorr® cartons.</p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p><b>The Green Choice for a Greener Planet</b></p> <p><b>Made with 100% Sustainably Sourced Carton</b></p>	<p><b>Flavour-Filled. Recycle-Ready.</b></p> <p>We're the green brand working for a greener planet. This box is plant-based and ready to recycle. Drop it off at a [third party] point and let's build a greener future together.</p>	<p><b>The Green Choice for a Greener Planet.</b></p> <p><b>Recycle-Ready. Go Litter Free.</b></p>
Pot	<p><b>Ready to Recycle for a Cleaner [Country]</b></p> <p>Plastic is brilliantly useful, but it takes ages to break down. So, whilst we can't stop using it altogether just yet, we're taking steps to ensure that it never ends up clogging up our drains or buried under our land.</p> <p>Today, your Knorr® pots are ready to recycle.</p> <p>And we've teamed up with [third party] to provide a free, simple solution for recycling your Knorr® pots.</p>	<p><b>Ready to Recycle for a Cleaner [Country]</b></p> <p>At Knorr, we're taking steps to ensure that the plastic we use helps to protect the [country] of natural beauty.</p> <p>Today, your Knorr® pots are ready to recycle. And we're working to make all of our packaging fully recyclable by 2025.</p>	<p><b>Recycle-Ready. Go Litter Free.</b></p> <p><b>Recycle-Ready for a Cleaner [Country].</b></p>	<p><b>Ready to Recycle for a Greener Future</b></p> <p>This pot is ready to recycle. Drop it off at a [third party] point and let's build a greener future together.</p> <p><b>Ready to Recycle for a Cleaner [Country]</b></p> <p>This pot is ready to recycle. Let's build a cleaner [Country] together.</p>	<p><b>Recycle-Ready. Go Litter Free.</b></p> <p><b>Recycle-Ready for a Cleaner [Country]</b></p>

# Hero SKU - Infrastructure Not Present

This pack is an example of the hero SKU in this country cluster.



Daily Joy Limited Edition Pot

# Design System - Infrastructure Not Present, Fixed Assets - Lid

This shows the Fixed assets being carried across a market where Recycling is Not Present

**Dark Green Background** - Ensure you are using correct asset.



**Secondary Messaging** - This would change according to messaging matrix previously shown on page 47. It should always be in Atrament Semi Bold

**Educational Copy** - This would be used on the lid to encourage the consumer to find out more about the limited edition packs. It should be in Atrament Semi Bold, and should be signed off with the website link, and the mobius symbol, if recognised in the market.

Daily Joy Limited Edition Lid



# Design System - Infrastructure Not Present, Fixed Assets - Pot

This shows the Fixed assets being carried across a market where Recycling is Not Present

**Knorr Logo** - Please use appropriate logo per your Market.

**Dark Green Background** - Ensure you are using correct asset.



**Secondary Messaging** - This would change according to messaging matrix previously shown on page 47. It should always be in Atrament Semi Bold

**Our Promise** - Ensure you are using correct asset

**Educational Second Life Illustration** - This would change according to format, and would highlight the secondary use of the product to educate the consumer



# Design System - Infrastructure Not Present, Flexed Assets

This shows the Assets that would be changed across a market where Recycling is Not Present



# Design System - Infrastructure Not Present

This shows how the assets would change depending on variant.



Daily Joy Limited Edition Pot



Daily Joy Limited Edition Pot Schematic

# Design System - Infrastructure Not Present

As we have focused on a Hero SKU for each recycling awareness group - This page shows how our design system would then flex across the two different formats in the form of Schematics.



Daily Joy Limited Edition Pot



Limited Edition Pouch Schematic



Limited Edition Carton Schematic



# Design System - Infrastructure Not Present

If the pack message communicated isn't relevant for a second life our 'go online' message should be hero-ed on pack.



Daily Joy Limited Edition Pot



Limited Edition Pouch Schematic

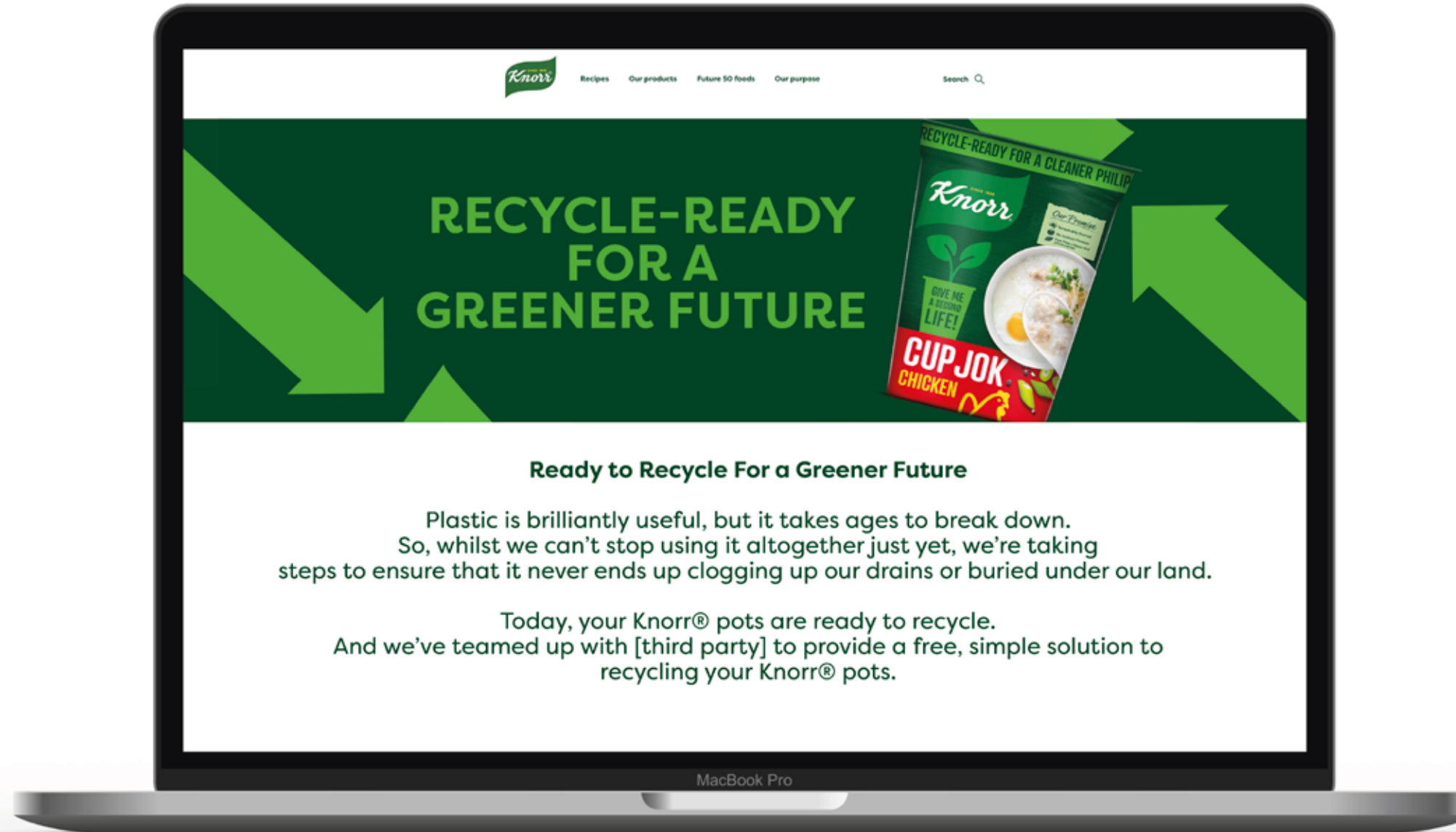


Limited Edition Carton Schematic



# Recycling Infrastructure - **Not Present** Off Pack Examples

# Website







## Contact details

### Knorr Global Brand Team:

**Erin Hermsen**

(Global Brand Portfolio Transformation Manager)

[Erin.Hermsen@unilever.com](mailto:Erin.Hermsen@unilever.com)

**Irda Tahir**

(Head of Global Design)

[Irda.Tahir@unilever.com](mailto:Irda.Tahir@unilever.com)



