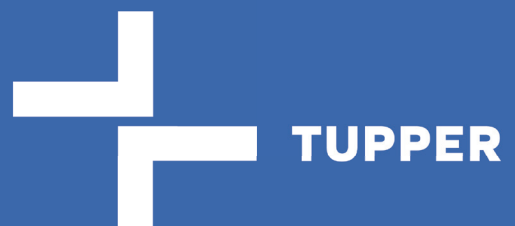


# Visual Strategy Guide

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# Looking into...

## Visual Stratgey

During this phase, we continue to evolve, drafting our strategy that we will reflect on going forward. Understanding who we are, our history, mission, objectives, and key phrases helps to get a sense of what Tupper is. Through our concept, we also introduce the idea of a brand grid, which allows us to envision our brand in its current state and how it will be viewed in the future. Finally, we study who our potential target audience might be by creating personas in order to visualize and connect with the brand.





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# Who are We?

## Overview

Since its founding, Earl Tupper created the Tupperware Company in order to **“change the lives of American citizens and dispel the discontentment of a wasteful consumer society.”** His goal was to envision the proper use of polyethylene, transforming plastic technology and revolutionizing food storage at the time. Earl had a deep belief towards bringing social change with his inventions impacting the future and visualizing how it would become.

With the major help of Brownie Wise, her marketing idea of Tupperware Parties let the brand become a household name throughout the country and across the world! Today, we carry forward this mindset by expanding beyond the kitchen and towards household storage reaching every part of the home. **The new Tupper strives to bring comfort and helps to reclaim one’s space with better storage!**



# Over the Years

1942

The Tupperware Company was founded and first established by Earl Tupper.

1938

Earl Tupper began designing the "world's changing" plastic container using polyethylene, aka Poly-T, referring to it as the material of the future.



1951

Brownie Wise became Vice President of Marketing after hosting Tupperware Parties to demonstrate and sell the produce, resulting in a huge success.

1960

Tupperware expands internationally towards areas in Europe, Asia, and Latin America.



1946

Tupper introduced the first Tupperware product to the public, the Wonderlier Bowl, a bell-shaped tumbler with a lid and drinking nozzle.

1970

Tupperware expands into the toy industry creating the Shape-O-Toy for children.



2002

Tupperware forges a deal with Target, allowing Tupperware products to be sold in their stores.

1996

Tupperware becomes an independent company after being spun off by Permark International.



2019

Tupperware wins the Top Design Company of the Year with their innovative design quality and also company ambition.



2024

After filing for bankruptcy, Tupperware was bought by Party Products to continue operations.



TODAY

Tupper expands out in providing organization towards many areas such as one's home, work, school, business, or anywhere!

# OUR BRAND SOUL

**Reclaiming your  
space and self  
through better  
organization.**

# MISSION STATEMENT

**To provide secure, flexible and personalized solutions in creating organized living for families and individuals bringing comfort, control and tranquility.**



# WHAT WE STRIVE FOR

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## Brand Objective

We at Tupper are committed to providing expanded storage and organization in not only your space, but also yourself. Tupper strives to reach every part of your daily life. Whether at home, work, school, or outdoors, we will find a place in order to protect the things you hold most important. In the beginning, we tackled the kitchen, helping preserve food waste and make organization easier for the next family dinner or gathering. **Growing from saving food waste to saving your space, time, and memories.**

Now we've expanded beyond the kitchen towards helping to store your everyday items, keepsakes, and even those special memories. We strongly believe there is a connection between the person (yourself) and the space or items in order to be in control. Each piece of the item may hold a memory, or each space might bring comfort, so let Tupper be the dependable start for your organization needs!

# REFORM

Earl Tupper's innovated idea of plastic containers helped reform households and the future we see today. Now we expand to achieving to reforming households with expanded storage throughout each space.

*"One must keep on trying until recognized and until attainment of success."*

–Earl Tupper

# CONNECT

With the surge of Tupperware Parties to bring people together, we continue that connection by providing spaces where others can share and connect through items.

*“If you want to build a business, build the people.”*

–Brownie Wise

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# INNOVATE

Tupperware's products became worldwide creating a large impact all around, which still continues to this day.

*"One should not be afraid to look far, far into the future and visualize the things that might be."*

–Earl Tupper





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# The People Of Tomorrow

To build upon our brand, we must first understand our potential audience that connects with our mission. Looking into personas allows us to gather data regarding a person's lifestyle, goals, and even personal traits to consider likely supporters and even adversaries. Considering both sides allows us to envision different approaches to how a design is seen from the consumer's point of view. It's important to know who we are designing for and the reason behind each decision made.



# Areas of Concern

- A Innovative Thinking
- B Repurposing Strategies
- C Reflecting Together





## Kendra Davis - The Coffee Addict

### 27 | Canary Islands | Business Owner

#### A Innovative Thinking

Kendra owns a local coffee shop specializing in unique coffee and tea flavors **because** she aims to gain recognition for her signature blend.

Kendra believes innovative thinking drives creative approaches to business and personal growth **because** it can lead to the enhancement of daily lives making it more enjoyable.

#### B Repurposing Strategies

Kendra makes planters with recyclable materials for the shop to look fresh and green **because** it allows for multi-use functionality into another area.

Kendra reuses products towards displaying items in her shop such as business cards and small merchandise like stickers, keychains, etc.

#### C Reflecting Together

Kendra preserves moments and stories shared with customers who visit **because** she believes each connection helps to build and grow her business.

Kendra hosts coffee tastings and pop-up events **because** they engage with the community and foster collaboration with other local businesses, supporting her business's growth.





## Zamir Kask – The Problem Solver

### 22 | Toronto | College Graduate

#### A Innovative Thinking

Zamir has always had a curious mind, always asking questions in class **because** he wanted to challenge himself in seeking information and solutions.

Zamir aims to develop a digital platform that enables companies and consumers to collaborate **because** he believes it can foster a personal connection and a better understanding of consumer needs and concerns.

#### B Repurposing Strategies

Zamir frequently organizes his desk with reusable products **because** he finds them to be much more affordable and convenient since he's on a budget.

Zamir also uses homemade products for multiple use in his dorm **because** he would rather reuse them than buying new storage units.

#### C Reflecting Together

Zamir created a small flipbook of school memories **because** he enjoyed his time in school alongside his friends who supported him through tough times.

Zamir wants to gift each of his friends a small token of appreciation **because** he wants to share the memories they created during school.





## Holly Trung - The Cool Mom

33 | Virginia | Stay-at-Home Mom

### A Innovative Thinking

Holly often gains inspiration from her children **because** they offer a fresh, new perspective on common problems she might stumble upon.

Holly created a children's food care business for busy parents to create prep meals in advance, **because** she wants children and parents alike to enjoy nutritious meals.

### B Repurposing Strategies

Holly reuses old containers for not just food storage, but for organizing her children's toys and kitchen items, **because** she sees its potential for various household purposes.

Holly likes to promote products used for her prep meals **because** it allows product promotion towards a larger audience.

### C Reflecting Together

Holly wants to preserve many memories for her child **because** she wants to reminisce and share the time spent with her child, creating a stronger bond between them.

Holly holds many memorable items passed down within her family **because** she believes family memories are important to cherish since it allows her to learn more about her history.





## Miguel & Ruben Gomez - The Father-Son Duo

### 52 & 17 | Oregon | Construction Worker & Student

#### A Innovative Thinking

Miguel and his son Ruben often seek out old problems to renovate and repair **because** it can offer more effective results while repurposing projects.

Miguel runs a small handyman repair business specializing in repurposing and installation alongside his adopted son Ruben, **because** he wants to provide safer, long-lasting solutions for homes.

#### B Repurposing Strategies

Miguel uses Tupperware for storing hardware equipment such as nails, screws, and even larger tools **because** they are portable and easy to pack when working.

Miguel also stores scraps of materials for renovation and even holiday items, **because** it allows him to save and reuse them for later projects and also next season.

#### C Reflecting Together

Miguel often takes his son to collection fairs and shows in his free time **because** he wants to share his interest of collectables sparking a stronger bond.

Ruben often trades his collectables and items with students at his school **because** it allows him create more connections with his classmates who share similar interests.





## Thomas Hart - The Minimalist

### 65 | New York | Accountant

#### A Innovative Thinking

Thomas thinks change is weird and that everyone should stick to what's familiar **because** it wouldn't always result in something good.

Thomas works for a company and gets assigned tasks to complete during his shift **because** he doesn't have the energy to tackle new challenges.

#### B Repurposing Strategies

Thomas thinks items used outside of their intended use is unusual **because** it would look out of place.

Thomas doesn't see much use for "repurposing" things **because** it only has a single intended use, so why bother.

#### C Reflecting Together

Thomas has always been a more reserved person **because** he likes to be alone and spend most of his time to himself.

Thomas prefers to focus on the present rather than remembering the past **because** he feels reminiscing on the past seems like a waste of time.





## Suzy Martin - The Easygoer

### 32 | Los Angeles | Data Entry

#### A Innovative Thinking

Suzy believes innovative thinking isn't really needed much in her line of work **because** it consists of the same procedure to processing data.

Suzy feels she doesn't have the skills or abilities to create new ideas **because** she thinks it might end up in failure.

#### B Repurposing Strategies

Suzy mainly uses items as they're intended for **because** if she wants something else needed for a specific task, she can just buy it.

Suzy doesn't think out of the box about repurposing items **because** she feels her life is busy enough to focus on work and the things that matter most.

#### C Reflecting Together

Suzy likes to live in moment and prefers to look towards the future instead **because** she wants to get through her days with ease rather than reminiscing a majority of the time.

Suzy mostly preserves memories by taking picture on her phone **because** she thinks that's enough to keep and store her memories to remember on.

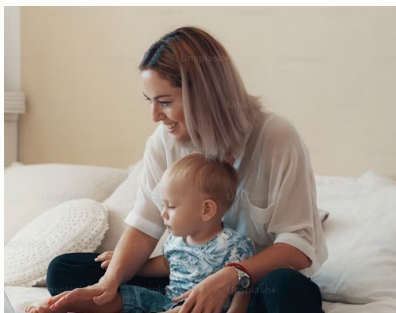


# VISUALIZING THE FUTURE

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## Our Vision

By looking into the Tupper of the past and the future, we start to form an image of what the brand meant during those times. Understanding the past of what Tupper, originally known as Tupperware, stood for and what it represented. In the past, it was known as Tupperware, which embodied community and allowed women an opportunity in the work field. Along with the expansion of plastic containers, which spread worldwide. Looking into the future, Tupperware becomes Tupper with expanded storage, protecting items that are important. Creating organization that lasts in every space and also within one's life as well.

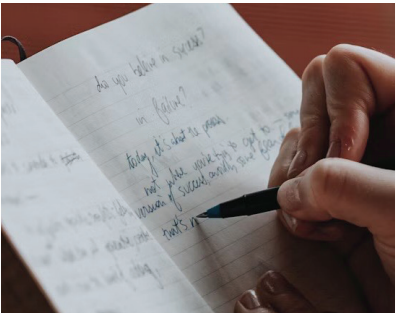


## Orginial Brand Visual

In the past, Tupperware was greatly known for connecting for the community with Tupperware parties allowing women and family were known as the core factor of the brand. Woman were given the opportunity to expand into the business field, while also having family a part of it too. Dedicated to reducing food waste, Tupperware's iconic containers spread out around the world in every family home. The revolutionary idea of plastic containers keeping those leftovers fresh took the world by storm. It continues to provide the same products however lost its edge, although they expanded to becoming a greener brand, they haven't gained back that same recognition.

# Future Brand Visual

Looking into the future, we become Tupper striving to be dependable throughout each space. Continuing our legacy of protecting and lessening waste into saving one’s space, time, and memories while reducing clutter. We grow from organizing not just spaces, but also one’s life as well. Organization helps to keep areas neat and gain a sense of control within the area in both a physical and mental aspect. Tupper expands out in providing organization towards many areas such as one’s home, work, school, business, or anywhere!



# WHO ARE WE UP AGAINST?

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## Our Competitors

Identifying competitors allows us to understand the market we are in and to learn about what makes them unique. These brands can show the strengths and weaknesses between ours and theirs to consider different approaches or challenges that would be taken. Looking into our current, adjacent, and future competitors shows us what to look out for and also reflect in changing our brand image back to revival.



# Current Competitors

These brands are the competitors of today for Tupperware and its storage needs, ranging from kitchen to other household areas.



Home and Food storage brand that's flexible in product use. Ranging from kitchen to general household use.



Tools and storage for kitchen, tends to focus more on kitchenware.



Food storage brand, however instead of plastic containers they specialize in glass.



Food storage brand which is considered more stackable, making it easier to store.



Food storage brand but instead of hard plastic they also have plastic bags for easier use.



Food storage that uses plastic bags instead of containers, much like Great Value.



Eco-friendly food saving method, working to reduce plastic use.



Extended kitchenware and storage products, focuses on baking supplies plus uses aluminum instead.



Food storage with the extension of plastic wraps and waste bags.



Food storage brand that also provides kitchenware products with its plastic containers.

# Adjacent Competitors

These brands are competitors on why one might choose not only its expanded services, but also its entrepreneur engagement and support.



Storage saving but engages with entrepreneurs through programs offering brand recognition.



Extends outside the kitchen and into office spaces. They also educate and support small businesses for growth and resources.



Self-storage service that provides partnership with businesses using their services resulting in promoting each other.



Extended home storage, they also offer guidance and support towards social entrepreneurs with the IKEA Social Entrepreneurship.



Multi-use storage for homes, they strive for innovation among their staff to provide new products and designs to consumers.



Self-Storage with a history of dealing with entrepreneurship, they use businesses to promote each other and use their space for workshops.



Storage space that's on the affordable side, providing solutions to help businesses which promotes collaboration between the two.



Storage space that collaborates with entrepreneurs in selling custom products for exposure, they even utilize their space for business needs such as pop-ups shops.



Home storage innovation that allows customers to provide ideas how creating a storage space suited for them, putting customers first.



Home goods and storage brand that partners with small businesses in creating their goods, which leads to exposure in both areas.



# Aspirational Competitors

These brands are the competitors of the future to rival against Tupperware in both innovative expansion and supporting startups.



Provides a very wide variety of storage products and solutions for each part of the home. They also provide storage and design inspiration for custom plans.



Showcases many storage products for different areas of the home, along with home decor and furniture to create a more personalized space.



Customized closet organization working with modular, adjustable, and built-in storage solutions. Guests can personalize their storage system design to fit their space needs.



A parent brand branching out and focusing on the home in different brands such as homewares, organization, and even planning supplies.

## THE HOME EDIT



Home organization resource brand that provides tools, tips, blogs, and videos provided by experts on how to organize your space.

Provides a mix of expert help/services and an array of organization products helping to create a cleaner and organized space. They also have expert organizers to help maximize space needs.



Providing space-saving products to help maximize space and living no matter where.



Storage focusing on the outdoor and garage area, allowing for customizable stations and storage.



Home goods and storage brand that partners with small businesses in creating their goods, which leads to exposure in both areas.

# BRAND ATTRIBUTES

Common words that are used between us and our competitors.

## Positive Words:

Reliable, Sustainable, Resilient, Resourceful, Dependable

## Hopeful Words:

Confidence, Inspiring, Connecting, Develop, Influence

## Neutral Words:

Simplicity, Secure, Adaptability, Affordable, Expansive

## Negative Words:

Confined, Saturation, Over-demanding, Bankrupt, Competitive



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Student Rebrand Project  
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