

DEMOGRAPHICS:

COLLECTORS TAKE A GREAT SENSE OF PRIDE IN THEIR COLLECTIONS. RESEARCH HAS SHOWN THAT OVER TIME THEIR CURATIONS OF THEIR DISPLAYS ARE SEEN TO THEM AS EXTENSIONS OF THEMSELVES. THE BRANDS THEY SUPPORT AND THE TYPES OF DECKS THEY COLLECT ARE SEEN AS PART OF THEIR IDENTITY.

THIS HAPPINESS IN CREATING THE PERFECT COLLECTION IS SOMETHING THEY STRIVE FOR AND SHARE WITH OTHERS IN THE COMMUNITY.

BRIEF:

PLAYING CARD COLLECTORS ARE USING THEIR CARDS LESS AND DISPLAYING THEM MORE. IF THE PLAYING CARDS ARE NEVER TAKEN OUT OF BOX, THE PACKAGING BECOMES THE NEW PRODUCT.

MAKE A PACKAGING THAT IS AS ENTERTAINING AS THE PRODUCT.
GIVE COLLECTORS A HEIGHTENED SENSE OF AUTONOMY WITHIN THE COLLECTIONS THEY TAKE PRIDE IN.

CREATE THE SPADE SUIT (ROYALS) OR DIAMOND SUIT (REBELS)



CREATE THE CLUB SUIT (ROYALS) OR HEART SUIT (REBELS)



SOLUTION:

A PACKAGING SYSTEM FOCUSED ON INTERACTIVE DISPLAYS.

USER HAS OPTION TO CREATE 4 DIFFERENT SUITS OF DIFFERENT FAMILIES INSIDE THE DECK.

THE SYSTEM WORKS WITH MULTIPLE DECKS AS WELL.

THIS AUTONOMY IN PICKING THEIR OWN DISPLAY CHOICE HIT A STRONG NOTE WITH COLLECTOR AUDIENCES. THIS WAS THE FIRST DECK SERIES TO PROVIDE THEM WITH THIS OPTION.

THESE CONNECTING ELEMENTS ALSO CREATE A STRONGER PRESENCE ON THE DISPLAY SHELF IN COMPARISON TO THE COMPETING DESIGNS WHICH CREATE A PERMANENT BUSINESS CARD FOR THE BRAND WITHIN THE COLLECTOR'S HOME.



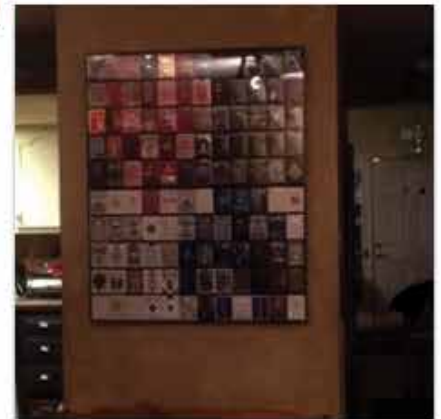
Walter Dutton ▸ **The Card Club**

November 4, 2015 near New Centerville, PA, United States · 🌐

My wife's anniversary present to me was 2 display cases for some of my decks. She didn't know what was worthy of display, but she made patterns. A red heart in the upper left, and an inverted blue heart in the bottom right. I'm going to have to wait a few years to get the "right" cards in there but, that's ok. It doesn't really show up to well on this pic. But, still pretty cool. 😊

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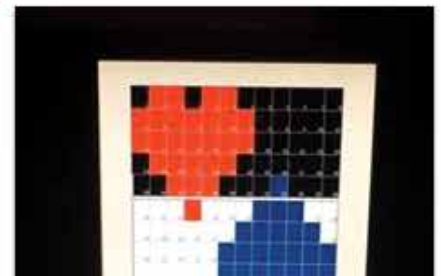
👤 **Walter Dutton, Mike Jones** and 37 others



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Walter Dutton Here's how much thought she put into it!



Write a comment...





The Card Club

May 10, 2015 near Jurong East, Singapore

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AN INSIGHT ON CUSTOMER BEHAVIOR REVEALED ITSELF WHEN MONITORING VARIOUS SOCIAL MEDIA GROUPS.

AS COLLECTIONS AND PASSIONS FOR CARDS GREW LARGER THEIR SHELF SPACE REMAINED THE SAME. THIS IS ESPECIALLY COMMON WITH THOSE THAT LIKE TO PURCHASE MULTIPLES OF EACH OF THEIR DECKS FOR “SAFETY MEASURES”.

THE BEHAVIOR WAS A CHANGE FROM FACING DECKS TO SIDE-SHELVING DECKS. THIS LOSS IN FRONT DESIGN ONLY SHOWS OFF TEXT ON THE SIDE. LITERALLY NO OTHER COMPANY HAS THOUGHT TO DESIGN FOR THIS SIDE YET.

THE RESULT WAS A CHALLENGE TO DESIGN SOMETHING FOR THE SIDES OF THESE DECKS THAT WOULD ALLOW COLLECTORS TO STILL TAKE PRIDE IN THEIR DISPLAY AS THEIR PASSION FOR THEIR HOBBY GREW.



THIS INSIGHT RESULTED IN A CHANGE IN MARKET TO DESIGN FOR THESE QUANTITY COLLECTORS.

BY INSTILLING THESE IMAGES IT NOT ONLY BOOSTED LAUNCH SALES BY 29% FROM LAST YEAR'S LAUNCH BY REACHING A NEED TO COMPLETE THE MURAL, IT ALSO HELPED MAINTAIN THE BEAUTY AND WORK THEY PUT INTO THEIR CARD COLLECTION DISPLAYS.

THIS INSIGHT BECAME THE WORLD'S FIRST HEXAPYTCH DECK SERIES AND HAS ALREADY BEGUN TO CHANGE HOW COMPANIES ARE DESIGNING THEIR 2016 DECKS FOR MARKET FOR THESE DEMANDING COLLECTORS.



KING JOHN'S BOX HOLDS THE REBELS "GOLD" TO EMPHASIZE THE ORIGINS OF THE MAGNA CARTA - THEFT THROUGH TAXATION. THIS LIMITED EDITION RUN OF 800 (REFERENCING THE ANNIVERSARY) WAS ONLY AVAILBLE TO EARLY BRAND SUPPORTERS. BY CREATING THIS LIMITED DECK IT WAS A WAY TO GIVE THE CORE AUDEINCE SOMETHING UNIQUE TO ENHANCE THEIR COLLECTIONS AND MAKE THEM FEEL IMPORTANT BY BEING ABLE TO EXPAND TO THE SIX DECK MURAL THAT OTHERS DID NOT HAVE.

BY CREATING A DECK THAT WORKED STAND-ALONE AS WELL, IT IS POSITIONED TO BE EASILY SHAREABLE, CREATING EXTRA ATTENTION FOR THE BRAND AND MUCH DESERVED BRAGGING RIGHTS FOR THE COLLECTOR'S OWN COLLECTION.

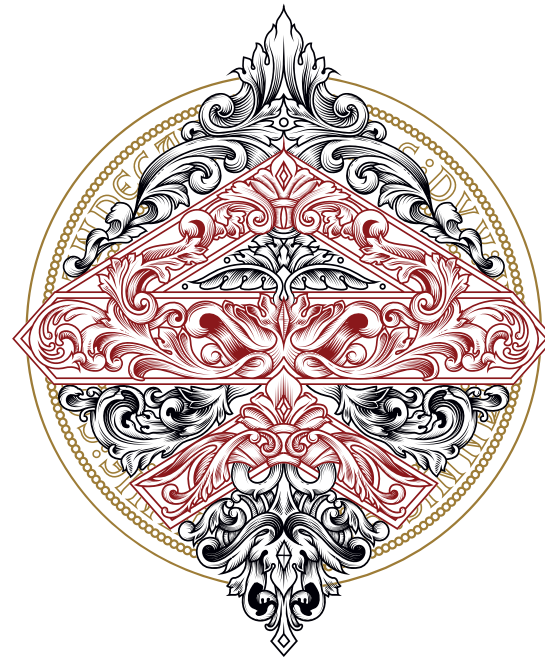
RESEARCH AND SYMBOLISM



CLUB

HIDES THE LIONS
FACE FOR THE
ANGEVIN EMPIRE.

BLACK SUITS SORTED
THE ROYALS FACTION.



DIAMOND

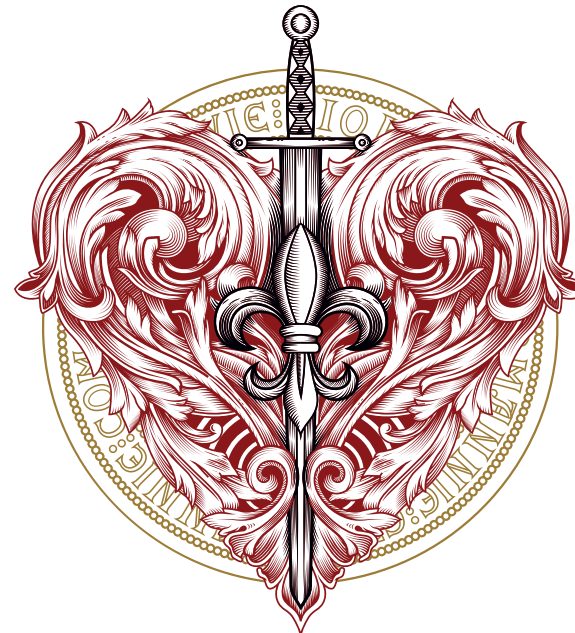
DISPLAYS THE CREST
OF THE REBEL BARON'S
LEADER, FITZWALTER.

RED SUITS SORTED
THE REBELS FACTION.



SPADE

HIDES A CROSS
CENTERED IN IT
REFERENCING THE
CLOAK OF KING
JOHN IN THE MURAL.



HEART

DISPLAYS THE FLEUR-DE-LIS
FOR LOUIS VIII

JOKER



500TH ANNIVERSARY
MAGNA CARTA
REBELS DECK



JOKER

JOKER



500TH ANNIVERSARY
MAGNA CARTA
REBELS DECK



JOKER

THE JOKERS ILLUSTRATE THE FRONT AND BACK OF THE KING'S SEAL DISPELLING THE MYTH THAT THE MAGNA CARTA WAS SIGNED.



THE ROYALS BACK WAS CREATED WITH THE KING'S CREST IN MIND, THE 3 LIONS ON THE ANGEVIN EMPIRE CREST. TO REFERENCE THE UNITY OF THE BARONS COMING FROM MANY DIFFERENT REGIONS, THE REBELS BACK DESIGN WAS CREATED WITH MULTIPLE SWIRLING POCKETS COMING TOGETHER.



THE SEGMENTED RIBBONS BETWEEN THE TWO DESIGNS REPRESENT A CONNECTION MADE AND LOST OF A UNITING CIRCLE, WRITING "MAGNA CARTA - LEGEM TERRAE" MEANING "THE LAW OF THE LAND".