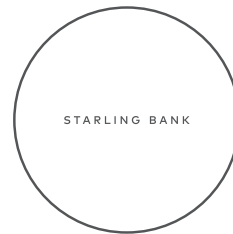


BURGOPAK  
**BANKING**  
BROCHURE

N26

  
**monease**

***lunar  
way®***



DNB

 **barclaycard**

 **urve**

**payment**  
sense.

## N26 CARD PACK

N26, a digital bank based in Germany, needed a design which represented the values of being clever and engaging, whilst presenting the card in an accessible way.

The simple one side opening, presents the customer with the beginning of a story, which once the card is removed, is completed by the cleverly positioned text underneath, inviting the customer to activate their card. The unboxing experience guides the customer through the process and helps to achieve a quicker completion rate of the product.



## N26 PREMIUM CARD PACK

Branching out into new avenues, N26 recently launched their Premium card, and needed the packaging to reflect this increase in value.

Using a relatively inexpensive matt lamination combined with a tactile emboss on the front, the simple design is transformed into a luxury offering and positions the product in a new, more premium tier.



## MONESE CREDIT CARD PACK

Monese is a British digital bank. They believe in delivering a friendly, straightforward service, so the launch of the welcome pack had to encapsulate those values.

In response, we developed a simple and intuitive fold-out design which included copy to help guide customers through the registration process; increasing successful enrolment through a clear and linear setup narrative.





## LUNAR WAY CARD PACK

Lunar Way, a digital bank based in Norway, wanted to create a design which reflected their three brand values; smart, simple and premium.

These values often feature in our work with premium service providers and they largely underpin our own modernist design principals. Our delightfully functional packaging provides the perfect canvas for special finishes such as spot UV, which used sparingly over dark hues creates a wonderfully minimal, yet impactful brand extension

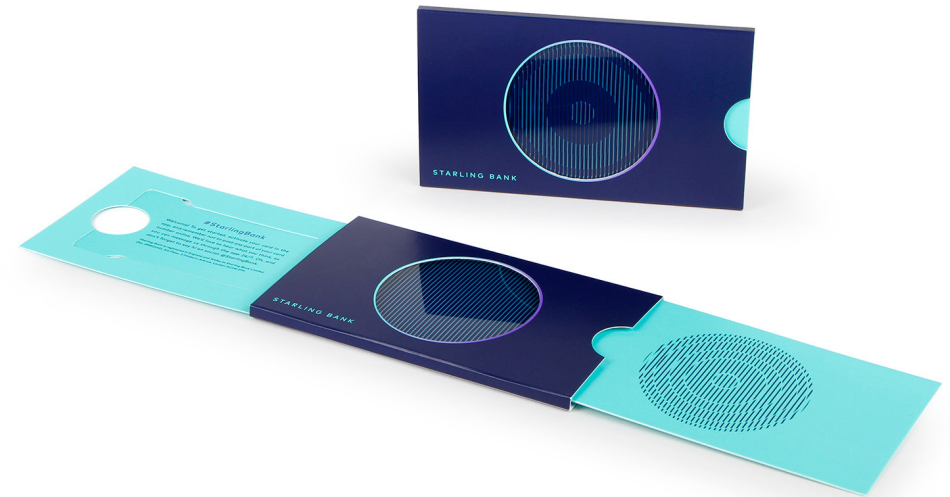


# STARLING BANK MOIRE CARD PACK

Starling Bank is a UK based digital bank. They wanted to create an innovative and fun design which really captured the imagination of their customers.

The playful moire print effect creates a moving image when opened. This low-tech animation provides an unexpected visual stimulus during the opening process, which elicits an emotional response from the customer. Whether it be intrigue, excitement or curiosity, the dynamic nature of the motion graphic certainly reinforces the core values of this similarly dynamic brand.

The novel design has certainly gained a lot of interest and has been shared countless times over various social media platforms, driving a powerful permission based marketing campaign.





## DNB MULTI-CARD PACK

DNB, a bank based in Norway, asked us to design a high-end pack for a family of premium cards.

By combining luxury finishes such as hot foil and matt lamination, and creating a design that frames and celebrates each of the cards as hero products, we were able to maximise the impact of the opening experience, and elevate the perceived value of the entire offering.



## BARCLAYCARD PACK

Barclaycard, a UK credit card company needed a postal welcome letter and card that acted as an all in one piece, saving on postal costs. The slider design held the welcome letter in the flap, allowing space for the address, negating the need for an extra sticker and the card and details were carefully secured in the double slider aspects of the pack. Simple security features kept the pack secure in the post.





## CURVE GIVEAWAY CARD PACK

Curve, a UK based Financial Institution, briefed us to represent their innovative concept, which allows customers to combine many different cards, onto one card via an app, in their packaging.

To create this narrative, we developed our Telescopic design into a small and compact, card shaped pack, which extended out to represent multiple cards in one. As the pack is so small, it can be carried in a wallet, providing a talking point and really increasing brand exposure.



## CURVE MAIL ORDER PACK

Curve also wanted us to design their post pack, ensuring specific postal requirements were met, whilst retaining the premium aesthetic of the design.

Careful consideration was taken into the depth of the pack and mailer, whilst creating a postcard size pack to create a distinct and exciting design as a DM piece.





## PAYMENT SENSE CARD PACK

Payment Sense, a payment company based in the UK, briefed us to create a design which provided maximum brand extension and presented the card in an interesting way.

Our revealer design worked perfectly for this, showing the card emerging slowly once the tab is pulled, in a quirky and engaging way. We also created the card, which continued the artwork seamlessly from the card onto the pack, really allowing for the brand message to be seen as clearly as possible on the pack and making the most of all the print space.

