

# POCKETZ

## THE WEARABLE REUSABLE BAG

### PROBLEM

Singapore sees excessive single-use plastic and reusable bag wastage

as consumers forget to bring a reusable bag when shopping

SINGAPORE AIMS TO REDUCE IT'S PLSTIC USAGE BY

# 10%

by 2030

### TARGET AUDIENCE

# YOUTH!!

### OUR PRODUCT

a reusable bag attachable to your clothing

### STORY BOARD

**Market**

**Do you need a bag?**

Yes No

**Receipt**

- X1 bag of 5 Fuji Apples
- X1 Samsung Cartoon Instant noodles
- X1 Lays Original
- X1 Fanta Orange (pack of 4)
- ...

**Checkout**

**Pocketz**

- pay once
- reusable
- durable
- environmentally-friendly

**Single-use Bags**

- pay everytime you get one
- not durable
- harmful to environment

**PoCKETZ**

### How To USE



simply unbutton and unfold to use!

### BRAND COLLABORATION



COTTON:ON

