01_Packaging Design

DEFINING PACKAGING DESIGN

Role of packaging

Packaging emerged in the 19th century as new technologies enabled manufacturers and growers to supply their products to stores in pre-packaged formats. For the first time, these technologies enabled produce growers to harvest their products, can them while fresh, and transport them to market. It also meant product manufacturers could package products in an attractive way for merchants to sell.

Packaging Design as Brand Communication

It could be argued that packaging *is* branding.

Through a comprehensive design methodology, packaging design uses many tools to solve complex marketing problems. Brainstorming, exploration, experimentation, and strategic thinking are some of the fundamental ways that visual information is shaped into a concept, idea, or design strategy.
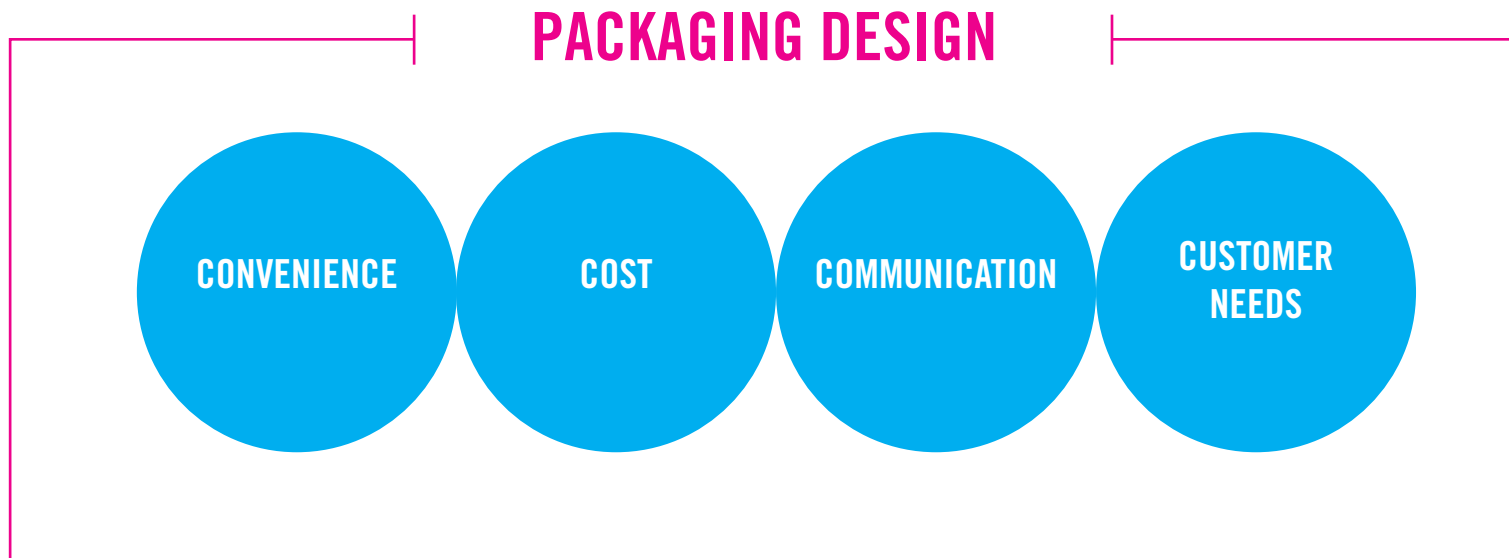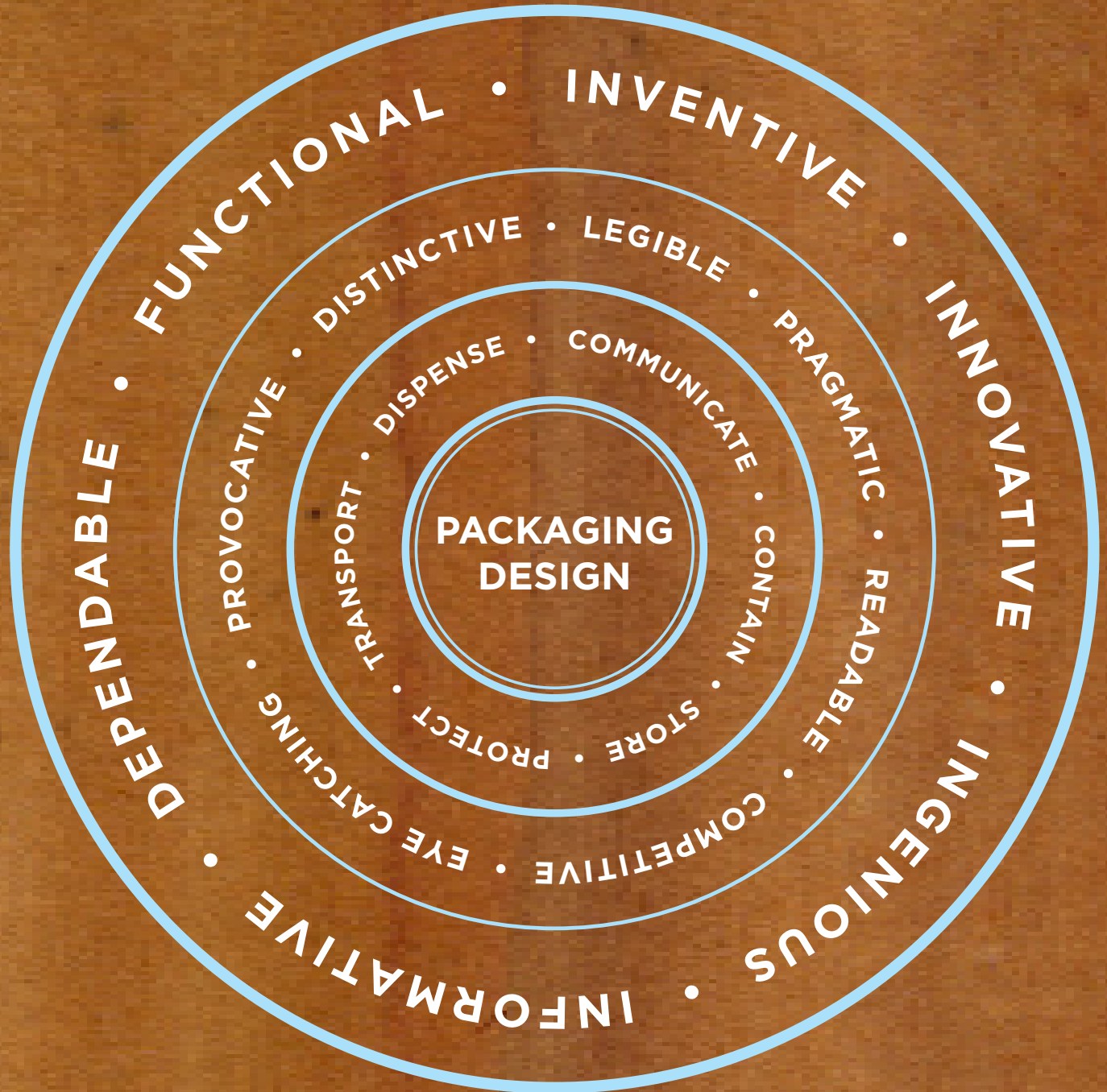
Packaging Design: Marketing Mix: 4 Ps

PRODUCT
PRICE
PROMOTION
PLACE

5th P: PACKAGING

Packaging Design: Marketing Mix: 4 Cs

PACKAGING DESIGN

- CONVENIENCE
- COST
- COMMUNICATION
- CUSTOMER NEEDS

PACKAGING DESIGN

Innermost ring: TRANSPORT · DISPENSE · COMMUNICATE · CONTAIN · STORE · PROTECT

Middle ring: PROVOCATIVE · DISTINCTIVE · LEGIBLE · PRAGMATIC · READABLE · COMPETITIVE · EYE CATCHING

Outer ring: FUNCTIONAL · INVENTIVE · INNOVATIVE · INGENIOUS · INFORMATIVE · DEPENDABLE

Design paradigms:

Packaging design has to have an immediate positive effect on the consumer to result in a sale, and remain in his mind for repeat sales. Packaging design serves to visually communicate brand product differentiation. When a consumer is devoted to a particular brand, they will take the time to seek it out and may even pay a higher price because of their firm belief in it.

RECOGNIZABLE

As the packaging design becomes the image of the brand, consumers come to recognize and visually identify with the values, qualities, features, and attributes.

INFORMATIVE

Immediate information available on the product

FUNCTIONAL

The package needs to be more than aesthetically appealing, it must work

DEPENDABLE

An essential aspect of standard packaging, especially food packaging

Repositioning:

Brand repositioning happens when a company redefines a product's marketing strategy to compete more effectively and set the brand apart. In a repositioning, the visual brand equities of the current packaging design are assessed, design strategies and competitive opportunities are defined, and then a redesign process occurs.

Types of packaging

PRIMARY

• immediately covers a product

• will contain all relevant or necessary information
  regarding the product

• it will bear a strong graphic identity and product
  imagery, therefore carrying considerable importance
  in terms of commercial success in the market place.

SECONDARY

• contains the many individual primary units

• packaging is usually used for transportation
  and distribution purposes

In summary:

Packaging beyond containing and protecting

Less than 10% of products in retailing stores are sold throughout advertising

• Packaging calls for attention

• Packaging quickly describes
  the product

• Packaging informs consumers
  about additional features

• Packaging adds value throughout
  design and helps to build
  brand identity

Designing Packages

1. Know the product

Visit the factory, learn the product's history, use it, eat it.

2. Know the consumer

It is important to know the audience, who buys and uses the product

3. Know the market

Every market has its own characteristics, history and perspectives.

4. Know the competitors

Visit the aisles where products will be displayed. P-O-P.

5. Know technical details for the package

Printing process, closing technology, die-cuts.

6. Define objectives

It is necessary to know the goals, the criteria, the purpose for the package

7. Create a strategy

Think before, design after. Strategy will help to achieve the goals

8. Design consciously

Creativity is important and desirable, however, has to function for the strategy

9. Work with the industry

Better solutions can be achieved throughout integration of designers and engineers.

10. Review the final project

Observe the impacts of new packages, how competition reacts in real action at P-O-P