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Irish Food Board

HOW TO USE PACKAGING AS YOUR SILENT SALESMAN

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Name the brand…



Coca Cola

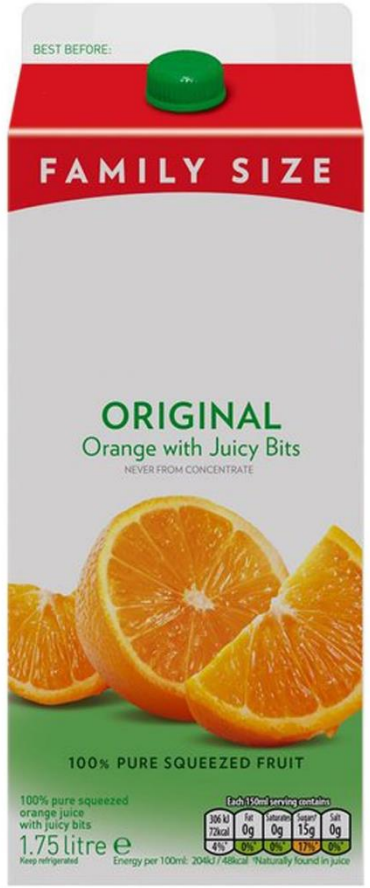


Marmite



Heinz Ketchup

Now try these…



Tropicana



Tesco Own-Label



Sqeez

Why packaging is so important: innocent's £40m packaging win





innocent co-founder Richard Reed says **"it is crazy how significant packaging is"**

When innocent launched their juice range in a classic tetrapak it tanked and was de-listed, three years later having re-launched with a 'carafe' they turned over **£40m** and captured the public's attention.

"The only thing we did differently was put it in a plastic bottle – we called it a carafe to make it sound posh – the little details matter," says Reed.

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What is the importance of packaging?



What role does packaging currently play for your business?

Does it add value –

For customers, for retailers, for your overall brand?

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Andrew Knowles
JKR Global

pack design is potentially a game changer, take control of it



Changing lives: from functional to value added packaging



In today's over-proliferated market place where consumers have more choice than ever before packaging is no longer simply about containing a product, it must be so much more.

Packaging is an opportunity for brands to communicate their values, to grab the consumer's attention and to influence how the product is purchased, consumed and stored.

Effective packaging can add value in a multitude of ways – from stand out design to innovative structural changes like the innocent carafe.

James Pryor
Touch Pack Design

there's a huge risk in being left behind… and its difficult to claw your way back



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Packaging is based on the three C's…



CONTAIN

The basic function of any and all packaging is to contain the product within. The focus of containment is on the materials and format which is most suited to the foodstuffs or liquid inside the pack.



CONVENIENCE

The next step in packaging is the interactivity for consumers – effective pack design takes into account how and when the product is used and makes it convenient – to consume, to carry and so on.



COMMUNICATE

Finally in the marketplace product packaging is an opportunity for brands to sell what's inside – from basic ingredients & nutritional information to the brand values and core messages.

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But truly effective packaging goes further



Beyond the three C's effective packaging and pack design can act as a "silent salesman" for your brand – engaging the consumer, differentiating you from competitors and ultimately driving sales.

Katie Klenchewski
SMAKK Studios

effective design is about cutting through the noise on the shelf



Beyond the three C's: what are the objectives for your packaging?

Silent Salesman: using packaging to build your brand & engage the consumer

To differentiate your brand from competitors & similar products

To stand out on shelf & catch the eye of would-be customers

To draw attention to the product within: the quality and character

To communicate your brand values / identity and engage customers

To demonstrate to retailers that your product adds value for them

To encourage re-purchase by making consumer's lives more convenient



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Michael Murdoch
The House

packaging is the key to differentiate yourself from everyone else

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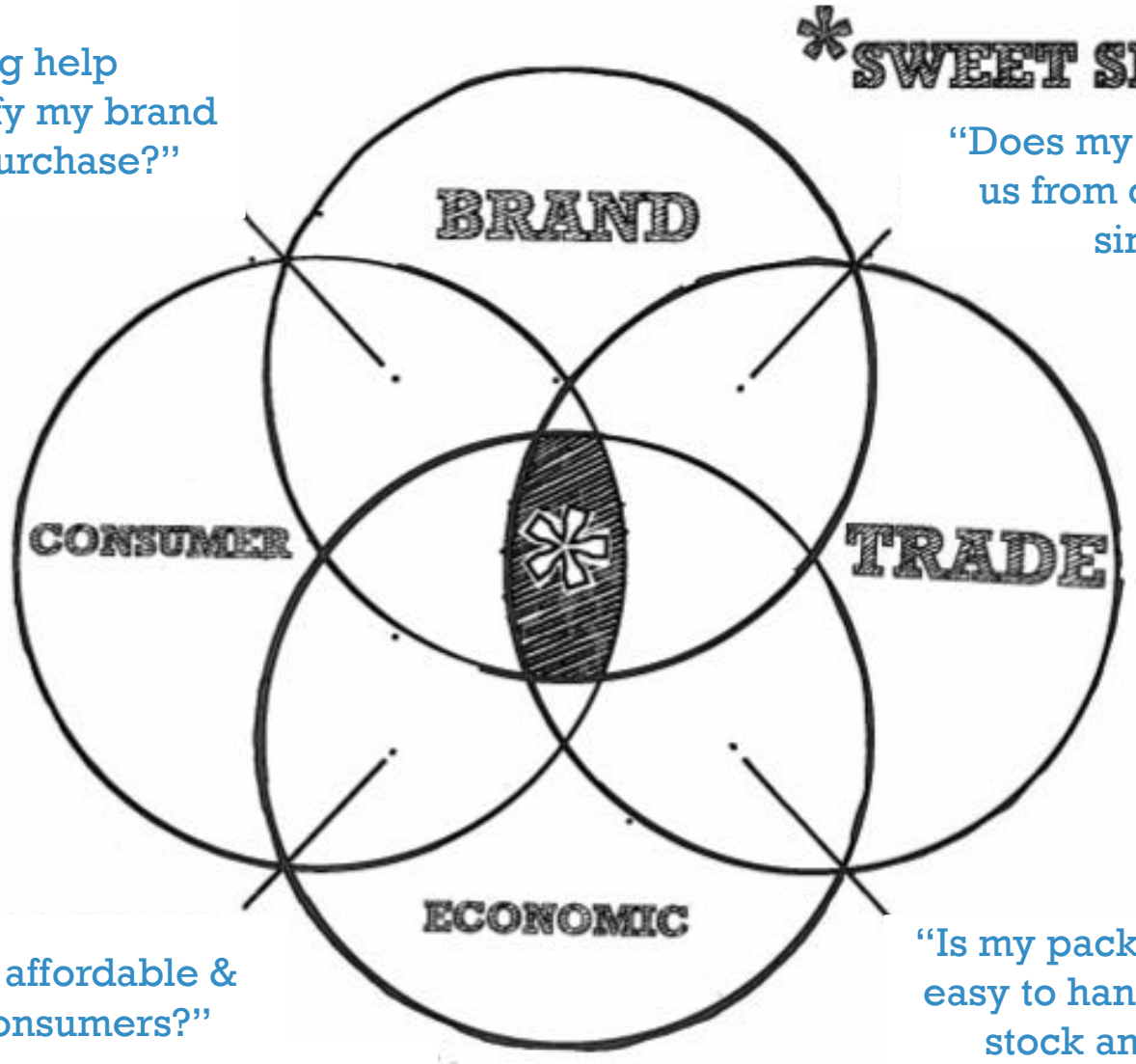
Finding a packaging sweet spot is a balance of multiple considerations

"Does the packaging help consumers clearly identify my brand and motivate them to purchase?"



"Does my packaging differentiate us from other competitors with similar products?"

"Is my packaging affordable & convenient for consumers?"

"Is my packaging easy to transport, easy to handle and cost efficient to stock and display on shelf?"

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Chris Mettrick
Ziggurat Brands

retailers buy into your product and pack design; they determine where you're going to sit on shelf

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KEY PACKAGING & PACK DESIGN THEMES

We've done some research into the latest packaging themes…

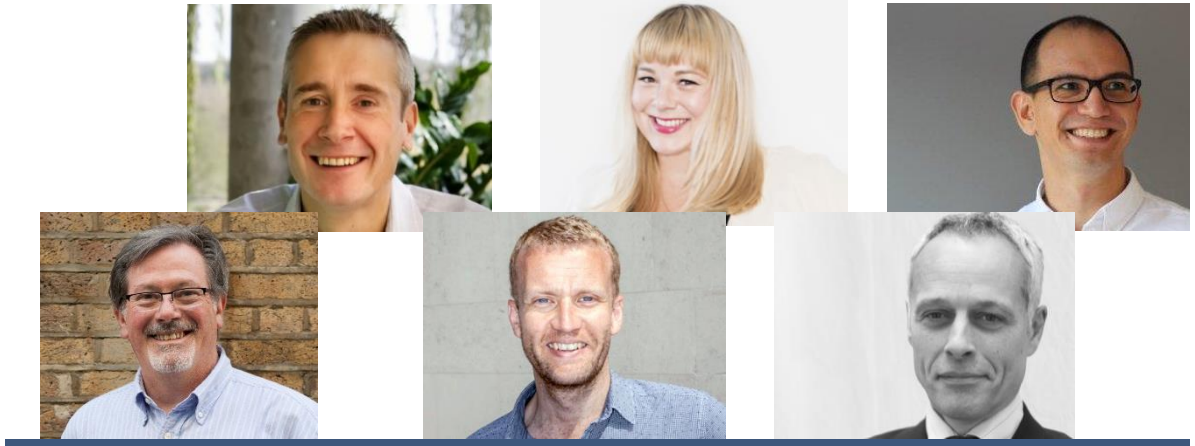
the dieline
the world's #1 package design website

PACKAGING DIGEST

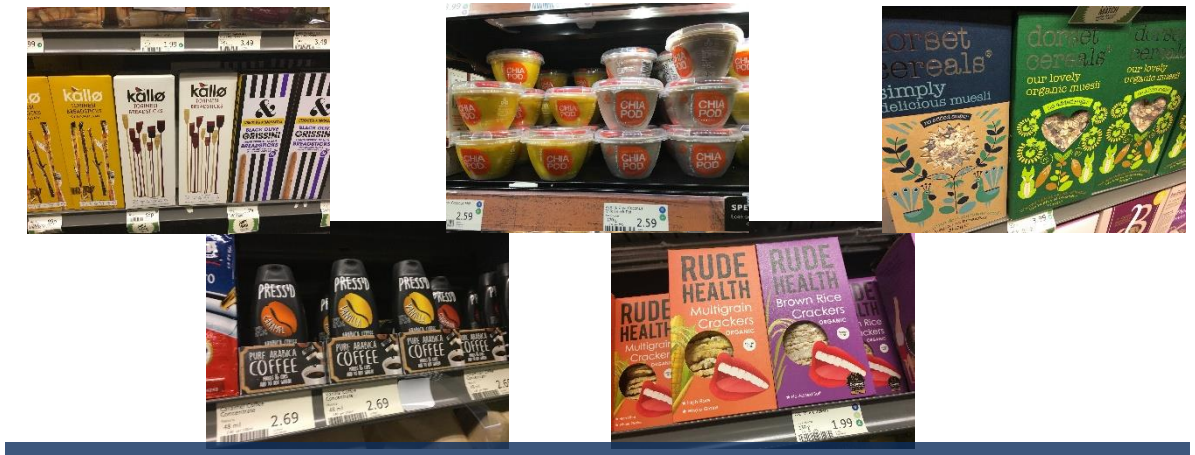
thepackhub



PACKAGING INDUSTRY TRADE PRESS



SPEAKING TO LEADING PACK DESIGN EXPERTS



MARKET PLACE IMMERSION & OBSERVATION



CONSOLIDATING PAST EXPERIENCE

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We identified seven key themes influencing pack design:

- Personalisation
- Authenticity & Storytelling
- New Health
- Less Is More
- Experiential Packaging
- Sustainability
- On-the-go Lifestyles



Many of these matched up to Bord Bia's lifestyle trends:

Busy lives

"I want help managing and making the most of the time I have"

Keeping it real

"I am looking for products and brands that have real, authentic and honest origins"

Personal value seekers

"I'm willing to spend money on the things that are valuable to me, and am pursuing more creative ways of getting what I want"

Shared experiences

"I'm seeking experiences I can share with others, to enrich my daily life and escape life's pressures"

Responsible living

"I want to live more responsibly and make better choices that make a difference without having to compromise"

Health and wellbeing

"I want to achieve a holistic approach to physical health and emotional wellbeing"

On-The-Go Lifestyles

Authenticity & Storytelling

Personalisation

Sustainability

New Health

Two additional themes

Experiential Packaging

Less Is More

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For each trend we have put together:

Theme Overview

- A short description
- How this adds value for consumers
- A practical thought starter

Inspirational Case Studies

Inspiring Parallel Category Example

Personalisation: packs for individuals

One of the biggest packaging trends of re… perso… to a … each …

By in… purcl… enga… them… reme…

Many… digita… expe…

Personalisation can also be achieved through hand finishing products.

7

Bakehuset Bread

This Norwegian bread packaging takes the name for each bread from traditional folklore, and further evokes the brand's heritage through the traditional chopping boards featured in the design.

Key Learning: Do the visual design elements featured on your packaging evoke the heritage of your brand? Are there traditions relevant to your product you can incorporate?



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The Primal Pantry

Using bright colours and minimal text again The Primal Pantry also incorporate simple line drawings which link to the ancient traditions of their product. By keeping the label simple and clean they communicate a sense that the product inside is similarly straightforward.

Key Learning: Can you …



MacBook Air

Jameson released this limited edition St Patrick's Day bottle, celebrating Dublin …med …elling …nce … link …nt …ur brand.

Absolut Unique Bottles

Absolut Vodka created 4 million bottles uniquely spray painted during production. This creates value for the consumer by enabling them to purchase a limited edition product that nobody else has.

Key Learning:

Is there an interesting twist you can add to the packaging process that will result in unique or limited edition products?



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… their products are often purchased at drive-thru and eaten in the car, KFC have designed this "Go Cup" which reduces the amount of packaging and enables their customers to easily eat it still in the car.

Key Learning: can you reduce the amount of packaging and make it easier for customers to consume you product?



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PERSONALISATION

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Personalisation: packs for individuals

One of the biggest packaging themes of recent years has been towards personalisation: adding something to a pack that makes it unique for each individual consumer.

By increasing the novelty of the purchase this drives up consumer engagement with the brand, making them more likely to purchase and remember this brand over another.

Many brands are making use of digital printing, though this can be expensive for short runs. Personalisation can also be achieved through hand finishing products.





Inspiration: Burberry

Thoughtful, unique & tailored to you…

Burberry enabled their customers to create a wholly personalised experience with yours or your loved one's monogram engraved on a perfume bottle for free.

What's personal touch can you add to your packaging?

Absolut Unique Bottles

Absolut Vodka created 4 million bottles uniquely spray painted during production. This creates value for the consumer by enabling them to purchase a limited edition product that nobody else has.

Key Learning:

Is there an interesting twist you can add to the packaging process that will result in unique or limited edition products?



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Heinz Personalised

Heinz, along with Marmite, Nutella and a number of other brands, have been making use of social media, their website and digital printing to allow customers to customise their packaging with personal messages. This turns an everyday staple into a gift-able object.

Key Learning: giving the customer an opportunity to tailor something towards them can elevate everyday products to something more.



Moet Messages

Moet released bottles of their iconic champagne in a gift pack with markable labels, a notepad and pen to write a personalised message on the bottle. Much like the Heinz soup personalisation this makes the product gift-able and stands out in the category.

Key Learning: Can you provide the means so your consumers can personalise your product?



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Tips & Pointers for personalised packaging



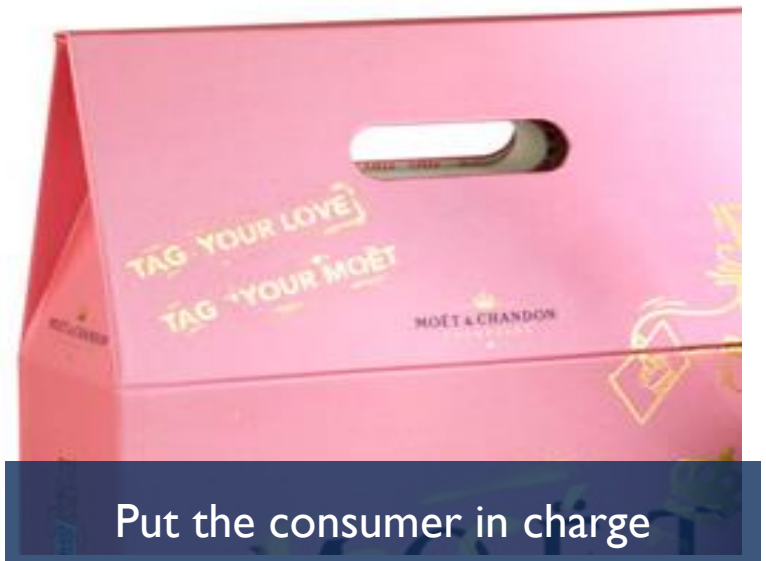
Digital printing labels

A number of brands – including Coca Cola, Nutella & Marmite – are making use of digital printing technology to create totally customised labels on their products. This creates a product completely unique to individual consumer. **What technologies can you use to personalise your products?**



Choose your favourite

With limited edition packaging runs brands like Absolut are creating unique products which can still be produced on a large scale. This allows consumers to form an emotional connection when choosing the product they are most drawn to from the shelf. **Can you use variety to convey an impression of customisation?**



Put the consumer in charge

A personal touch can be achieved by hand finishing a product – whether this is done before shipping, in-store or even by the consumer as demonstrated by Moet. This enables efficient bulk production whilst tapping into the personalisation trend. **How can you allow your customers to customise your product?**



AUTHENTICITY & STORYTELLING

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Authenticity & Storytelling

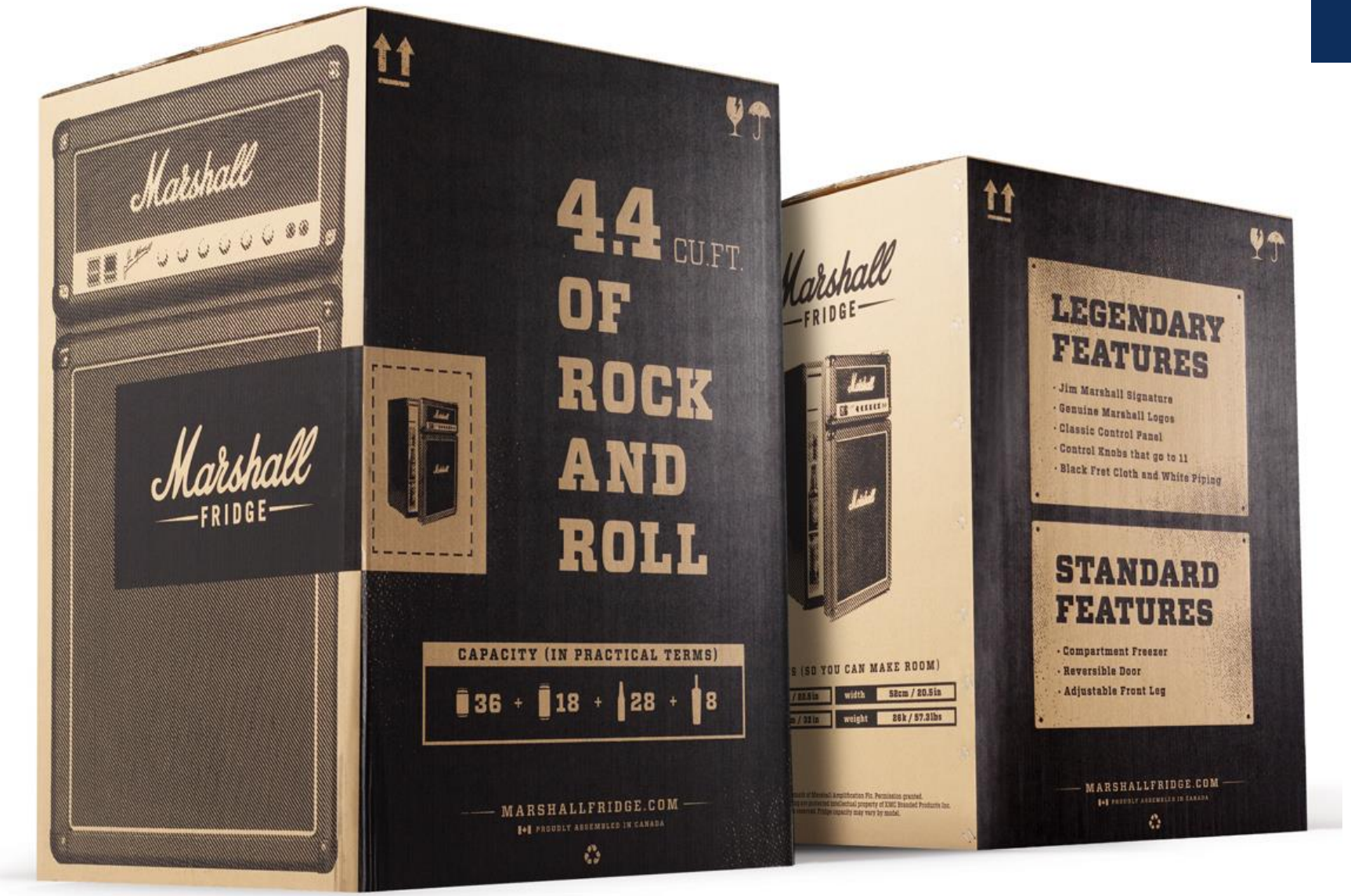
With consumers ever more informed about the products they purchase, there is an increasing demand for authenticity: products with a strong story attached.

The most effective brands make use their packaging to tell stories about where the product is from, and the brand's history & heritage which can be a strong differentiator.

Brands can use pack design effectively to communicate authenticity through allegoric images, tight copy and even effective use of typography.



Inspiration: Marshall



A brand synonymous with rock & roll, and packaging which says so…

Marshall have built a brand so iconic and strongly adored by musicians they can use the logo and the iconic speaker design on their packaging to sell even fridges…

Does your packaging celebrate the brand/product's heritage?

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William Whistle

The pack design used here by The Adventurous Blends of William Whistle is a fantastic example of authenticity through the use of illustration and typography the brand evokes a sense of tradition, travel, the provenance of the product and adventure.

Key Learning: Can you use visual design elements on your packaging to tell stories without words?



Jameson Ltd Edition

Jameson released this limited edition St Patrick's Day bottle, celebrating Dublin and the brand's Irish heritage. By creating this short run seasonally themed packaging Jameson are telling consumers about the authenticity and provenance of their product.

Key Learning: Can you link your packaging to an event that has strong ties to your brand.



Bakehuset Bread

This Norwegian bread packaging takes the name for each bread from traditional folklore, and further evokes the brand's heritage through the traditional chopping boards featured in the design.

Key Learning: Do the visual design elements featured on your packaging evoke the heritage of your brand? Are there traditions relevant to your product you can incorporate?



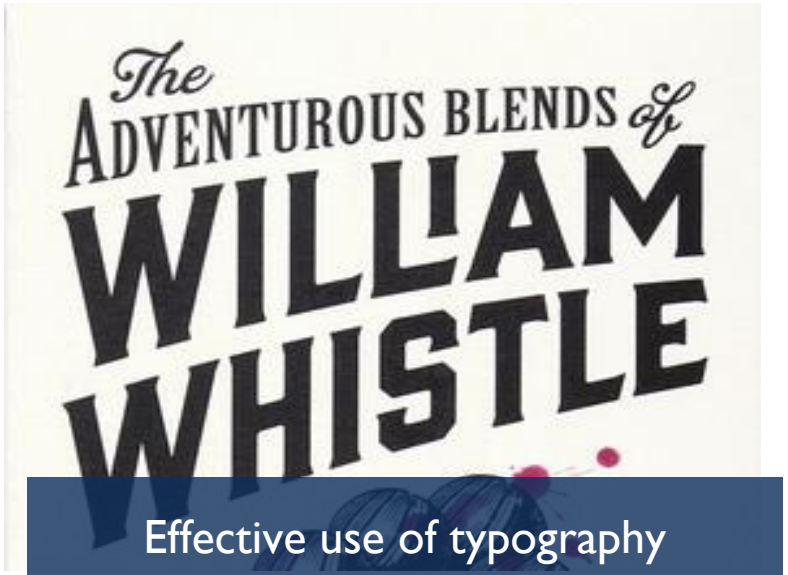
Kallo Rice Cakes

Kallo is a Dutch organic foods brand. Once again using visual storytelling in the form of simple print pictures and minimal text the brand evokes the European heritage of the brand as well as the healthier, organic aspect of their products.

Key Learning: Does the overall look & feel of your packaging evoke a sense of where it is produced?



Tips & Pointers for authenticity & storytelling



Effective use of typography

Typographic elements – the fonts used on packs, the layout and emphasis of text – can communicate more than the words themselves. William Whistle uses this Victorian style font with an 'adventurous' twist.

How can you use traditional and/or a variety of typefaces to convey authenticity?



Storytelling with images

Similarly on-pack images are not simply filling space, but can be used more effectively to highlight key aspects of the product – such as where it is from, what kind of brand it is, who it is for and so on.

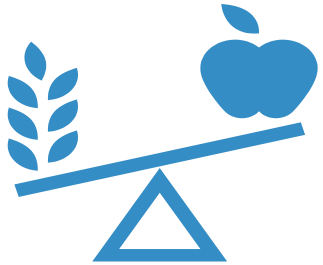
Can you use illustration to tell your story?



Authenticity aesthetics

Using colours, textures and packaging materials which have strong links to the heritage of your brand or product can be a strong tool for communicating authenticity – such as the recycled paper and wooden chopping boards pictured here.

What 'natural' materials can you use which suggest authenticity?



New Health

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A new look & feel for healthy products

With health and wellbeing becoming more of a relevant opportunity for consumers brands are using a new range of visual pack cues to communicate “healthiness”.

Traditionally health-oriented brands traditionally take cues from medical products with clinical, often white labels, New health puts healthiness in a wider context.

New colours, materials and imagery as well as putting ingredients at the centre of the pack messaging is creating a new type of packaging for healthy products.





Inspiration: KooShoo

Brands that belong to the new, healthier you…

Yoga headbands & accessories brand KooShoo have thrown out clichés of women stretching for a simpler, more "mindful" approach to their packaging.

Can your packaging break free of established category rules and do something new?

MOMA! Porridge

Healthy breakfast brand MOMA! have used simple, colourful design and short but impacting text on their packaging to communicate a sense of vibrance and vitality – shifting healthiness from functional to emotional to excite consumers.

Key Learning: What emotion is your packaging intended to have on consumers?



The Primal Pantry

Using bright colours and minimal text again The Primal Pantry also incorporate simple line drawings which link to the ancient traditions of their product. By keeping the label simple and clean they communicate a sense that the product inside is similarly straightforward.

Key Learning: Can you strip back your packaging to communicate more?



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The Food Doctor

Consistent with the "stripped back" simple designs that are shaping a number of new health and wellbeing products, The Food Doctor brand have used a simple print design on a card sleeve wrapped around their packs.

Key Learning: Additional sleeves and packaging can give your product a clean finish and inform consumers about the product.



Rude Health

Breakfast foods brand Rude Health have opted for an alternative portrayal of health and wellbeing – bright colours, vibrant lips and characters all communicate vitality over a more clinical takes on health.

Key Learning: how can your packaging sell and communicate the lifestyle benefits of the product to consumers visually?



Tips & Pointers for ‘new health’ packaging



Sustainable Packaging

There is often a strong overlap between consumers drawn to health and wellbeing products and environmentally-friendly brands. Recycled / sustainable packaging can be a great way of tapping into the values of these consumers.

Look for recycled/sustainable packaging options.



Don’t be afraid of colour!

From modern pastel shades to brighter upbeat tones new health brands are not afraid to use colour to inspire and engage consumers. By using brighter colours selectively (ie not too many or too garish) you can excite and engage consumers.

Develop your palette of colours and one key contrast / stand out colour.



Focus on Key Ingredient(s)

Emphasising the key ingredient through on-pack messaging (images, copy or even transparent windows) can be used to communicate quality and champion the inherent goodness of the product within.

Identify your key healthy ingredient and focus on it.



Less Is More

Less is more: let design do the talking

Effective pack design – including beautiful visual elements and well thought out copy – is often undermined by trying to squeeze too much into too little space.

There is often a chance to engage consumers by embracing more minimalist pack design and allowing the product to 'sell itself' instead of confusing over-communication.

Brands can put this principle into action by selecting a few key elements of their on-pack communication and choosing to emphasise these more effectively.



Inspiration: Apple



Think different: the brand that harnessed design to transform its industry…

Apple products are renowned for their design aesthetics and clean, minimalist look. This carries across from product design to the packaging that carries it.

Can your packaging speak louder by saying less?

Seggiano Pasta

Effective packaging doesn't have to be over-designed to stand out within the category. This transparent bag with a minimalist label from Seggiano has a premium feel: the clean presentation; prominence and visibility of the product linked to quality over quantity or price.

Key Learning: what unnecessary elements can you remove to lighten up your packaging?



Press'd Coffee

With their coffee concentrate, Press'd offer both an innovative product and packaging which reinforces it. The compact packaging with straightforward copy and uncomplicated design speaks to the simplicity of using the product.

Key Learning: is your packaging as straightforward as the product itself?



Da Luca Wine Bottles

Accolade Wines feature bespoke artwork on their Da Luca brand bottles. This reinforces the premium positioning of the brand and creates personalised value for the consumer by allowing them to choose a design which speaks to them.

Key Learning: How can your packaging go beyond the product to create unique value for customers?



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Corella meat

The packaging of Corella meat lets you know exactly what part of the animal this cut came from.

Not only is this informative for the consumer, it also gives an impression of transparency between brand and consumer, as well as a feeling authenticity of the product itself.

Key learning: what can you do to make your brand more transparent?





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Coca Cola Cans

Undoubtedly the world's most iconic can, Coca Cola's new design have been stripped and allow the iconic script and swish to communicate the brand and colourways to signpost your choice.

Key Learning: How can your provide the simplest easiest means of choosing your brand and selecting the right variety or flavour on shelf?



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Valio Cheese

Dairy brand Valio competes in a particularly crowded category and so this design overhaul which emphasises the transparent window in a fun shape and strips back other elements to seemingly hand written text creates a cut through look on the shelf.

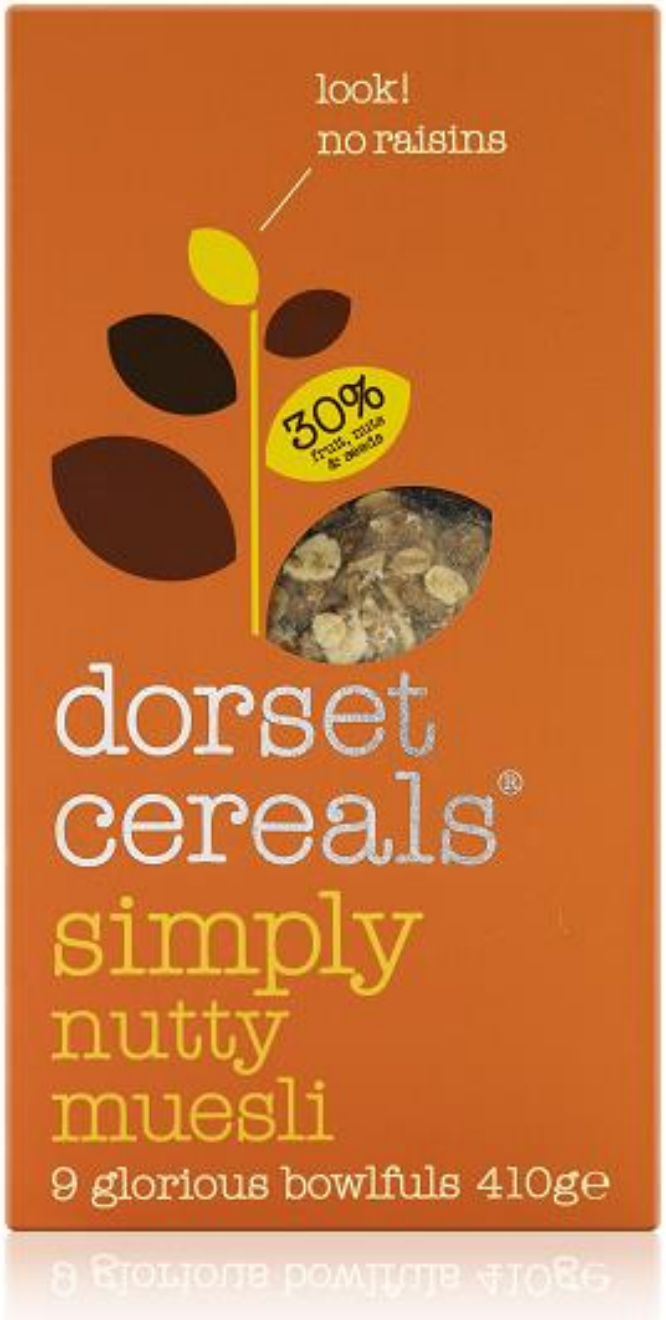
Key Learning: What is the central element of your packaging, and how can you give this emphasis?



Dorset Cereals

Whilst some cereal brands feature cartoon characters, quizzes and lots of eye-grabbing features, Dorset Cereals feels decidedly more adult and sophisticated by using minimal messaging on the pack and a transparent window to show-off the product quality.

Key Learning: can your packaging cut through the noise by saying less?



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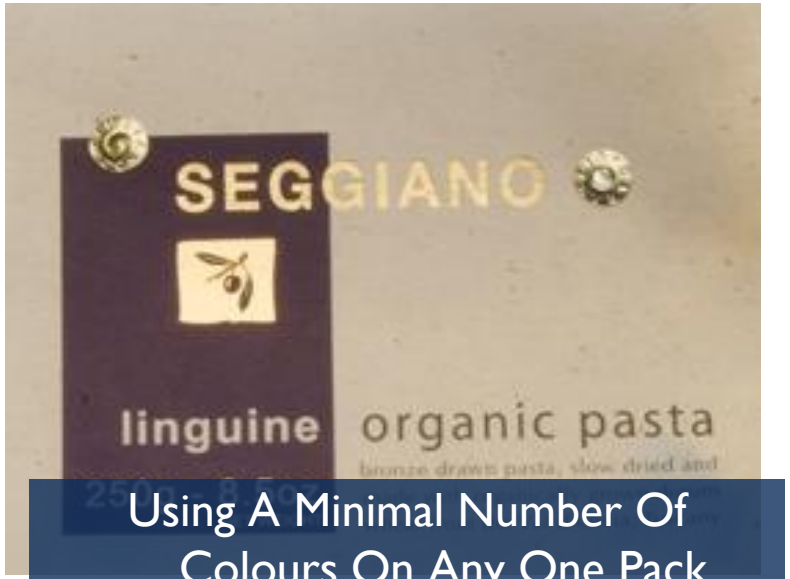
Tips & Pointers for ‘less is more’ design



Strip Away Non Essentials

Strip out non essential pieces of communication or move them to back of pack to allow you to focus on fewer elements

What are the most interesting, useful elements to focus your on-pack design on?



Using A Minimal Number Of Colours On Any One Pack

One way of simplifying the design is to restrict the number of colours used – often less is more design styles will use monochrome or two tones only

Can you restrict your colour palette but still create something impactful?



Transparency Looks Like Less

Transparent panels as part of your packaging appear to be the ultimate in less is more – Nothing! (but beware of potential degradation of your product quality)

Can you use transparency to great effect?

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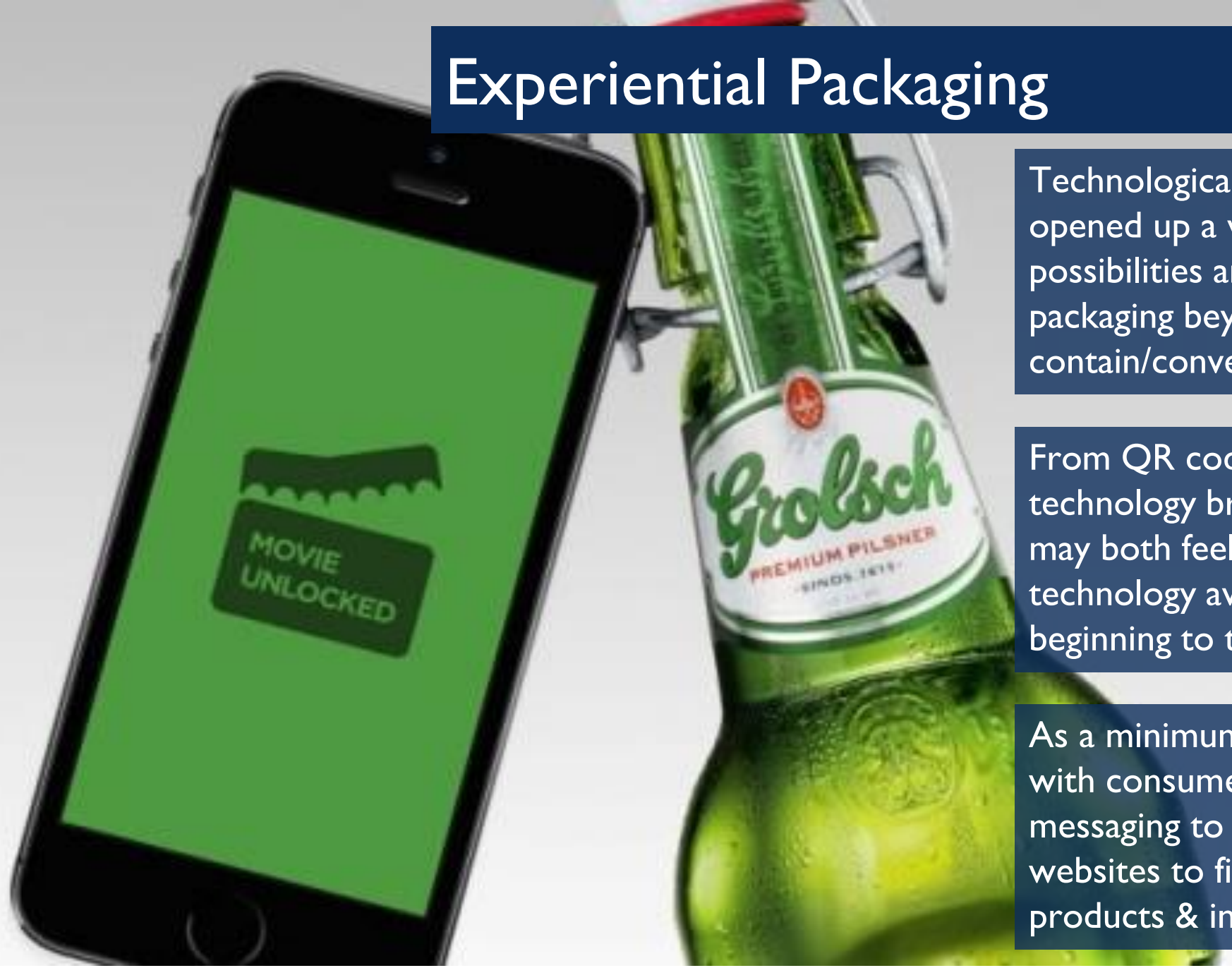
EXPERIENTIAL PACKAGING

Experiential Packaging



Technological advances have opened up a whole new range of possibilities and functions for packaging beyond the traditional contain/convenience/communication

From QR codes to beacon technology brands and consumers may both feel overwhelmed by the technology available, but it is beginning to transform products.

As a minimum brands can engage with consumers by using on-pack messaging to direct them towards websites to find out more about the products & interact with the brand.

Inspiration: Festina



A product so good we can't just tell you we have to show you…

Festina have used their packaging – which also plays a marketing role – to champion the most important feature of their product. Their watches are supremely waterproof so sell them immersed in water.

What key product feature does your packaging draw consumer's attention to?

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Johnnie Walker

Leading whisky brand Johnnie Walker have used NFC sensor tags to create a “smart bottle” which allows consumers to further interact with the brand online using their smart phones.

Key Learning: Mobile technology has changed the way we live, is there a way your packaging can incorporate future facing technology?



Triticum Bakery

Demonstrating that experiential packaging doesn't have to cost a fortune this premium bakery packaging features air-holes through which consumers can smell the freshly baked bread.

Key Learning: Can you enhance and showcase the quality of your product by using elements of the packaging to influence consumer behaviour?



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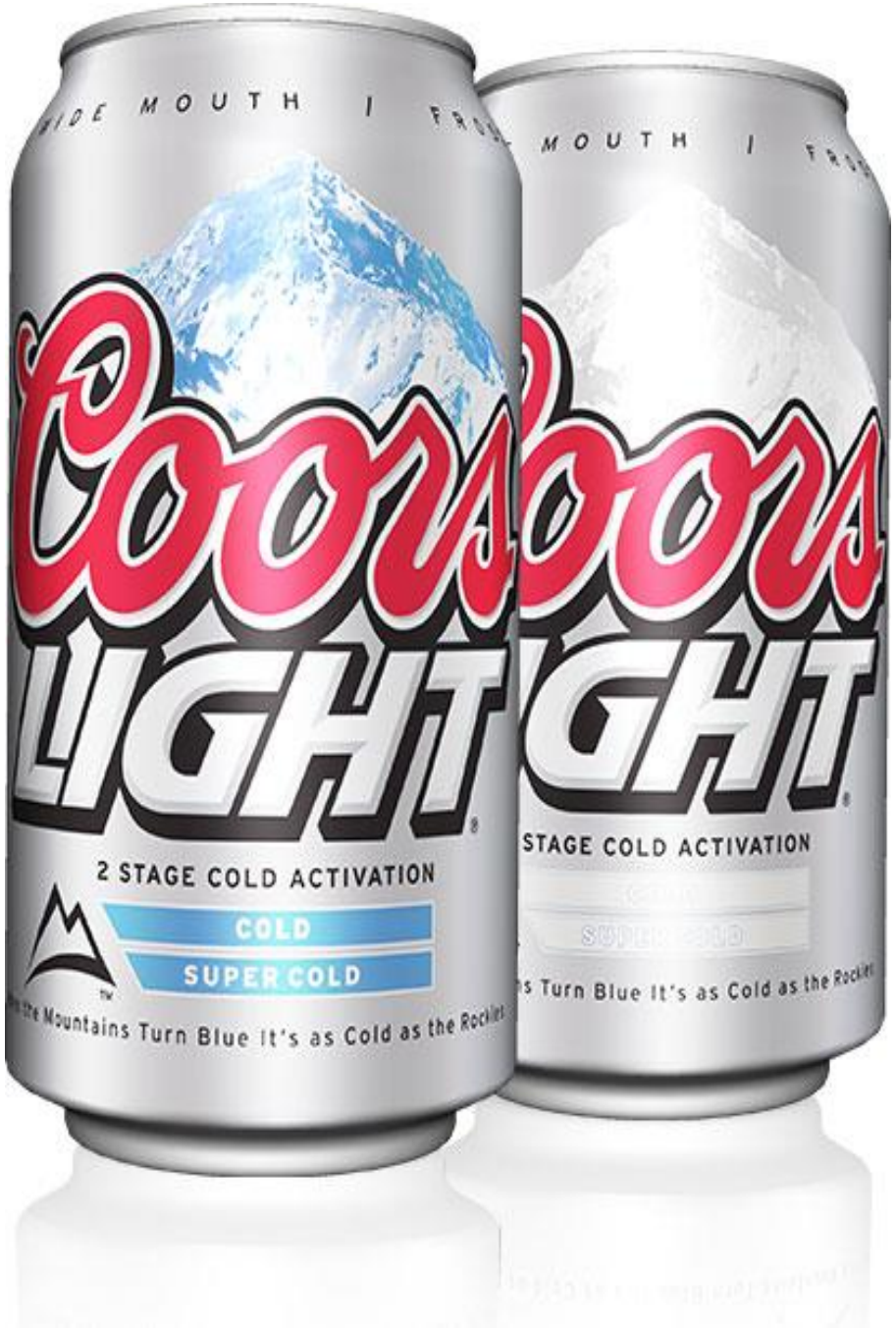
Coors Light Cans

Beer brand Coors have used heat-sensitive labelling which changes colour to tell the customer when the product has reached "super cold" level, avoiding beer cans being left in the freezer for too long.

Key Learning: are there packaging technologies your brand can take advantage which are relevant to the habits and rituals of your customers?



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Taylor's Wine

Australian winemaker Taylor's have incorporated a touch-activated, temperature sensitive strip onto their label. This combines with a temperature scale to inform customers when the wine should be drunk.

Key Learning: can your packaging influence / offer guidelines on the optimal serving of your product?



Extrem Iberian Ham

Xtrem meat take presentation to the next level with this upscale packaging for premium slices of ham.

This will evoke a sense of high quality for consumers as well as unforgettable novelty.

Key learning: how can your brand create a quality experience for your consumer?



Birdseye Stir Bags

Frozen food brand Birdseye have used this simple innovation in their frozen packaging to capture and communicate freshness in a category not normally associated with it.

Key Learning: are there formats or new materials you can talk to packaging manufacturers about which will help tackle preconceptions of your product category?



Kissan Board Game

Another low-cost yet high-impact packaging solution which encourages the consumer to interact with it beyond the basic functions. Kissan Jam is placed in a giftable box which folds out into a board game.

Key Learning: what role can packaging play for your customer beyond containing the product?



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The Saucy Fish Co

Using foil bags ready to go straight into the oven The Saucy Fish Co have created packaging which takes the fuss away from preparing fish and guides the way it is consumed. This adds both convenience and shapes the customer experience.

Key Learning: Can your packaging incorporate a functional benefit that will drive consumers to your product / category?



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Tips & Pointers for experiential packaging



Using the latest digital technology

The interface between technology and packaging is rapidly evolving, unlocking a range of possibilities from relatively low-cost (printing QR codes on-pack) to more expensive (beacon technology), investing in this can drive engagement and differentiation.

How could your packaging harness the latest digital technologies?



Focussing the senses

Old fashioned theatre and great product design can achieve more than the latest technology if executed well. By focussing on the key sensory experience which relates to your product it is possible to create an experience through packaging.

What sense does your product appeal to – can you deliver this through your packaging?



Packaging technology possibilities

It is not only the technology integrated into the packaging itself, but the technology used to produce packaging which is evolving. Do manufacturers have new technology which can transform your product packaging?

Are there packaging materials which would enhance your product experience?



SUSTAINABILITY

Save the planet through sustainability



The environmental impact and carbon footprint of packaging is on consumer's radar more so than it has ever been, meaning brands must communicate sustainability efforts.

Sustainability can play a key role in tapping into consumer's emotional needs: reassuring them of the positive impact of products they buy and alleviating guilt.

With more sustainable packaging solutions becoming available, such as biodegradable and sustainably sourced materials, making an ethical choice can win over consumers.

Inspiration: Zao



Looking beautiful whilst saving the planet…

Make up brand Zao use bamboo packaging to enhance their environmental credentials and make their customers feel good as well as look good.

Can your packaging communicate one of the key values of your brand?

Kenco Eco Refill

This eco refill coffee pack from Kenco is cleverly designed to show the customer that it links to the glass jar product which they have previously purchased. It encourages both re-purchase and environmentally friendly behaviour.

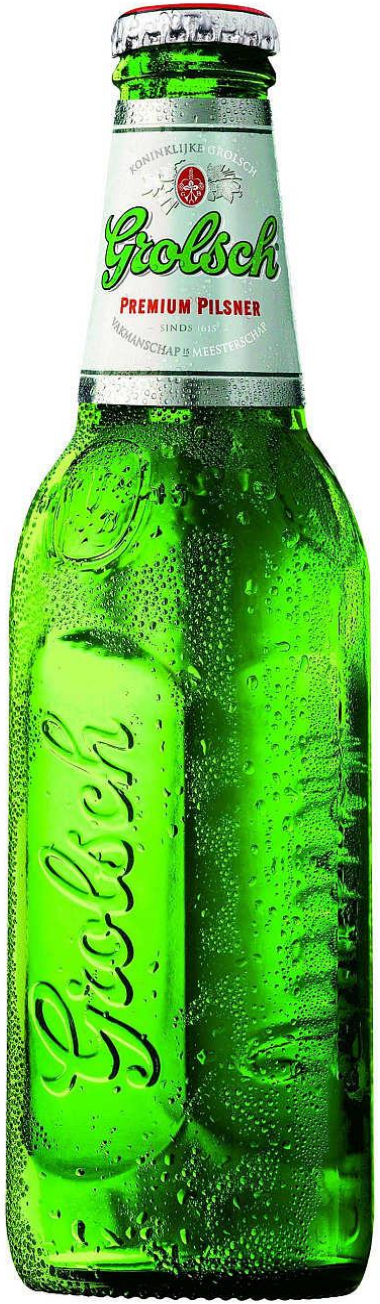
Key Learning: can pack variations encourage your customers to interact with the product in a new way?



Grolsch Lightweight

Beer brand Grolsch have slimmed down their bottles with a dual effect of reducing environmental impact as well as cost of shipping. By updating the design of the bottle in the process they offer something new and maintain relevance with consumers.

Key Learning: what message do changes to your packaging send to your customers?



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Paperboy Wine

Made from compressed paper and natural inks Paperboy wine has gone against the category norm (glass) but in so doing created a unique identity on the shelf with environmentally friendly materials.

Key Learning: Can you win by breaking the packaging rules of your category and creating something different?



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Mighty Oats Cereal

This children's cereal brand is in fact two products: the oats inside the packaging, and the packaging itself which contains seeds and can be re-planted inside of the box itself. This is an opportunity to delight customers and offer something other products don't.

Key Learning: can your packaging be a product in itself?



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Valio Eila

In 2015, Finnish dairy brand Valio (Arla Foods), began selling its products in the fully renewable Tetra Rex Bio-base, which is made from a combination of paperboard- and plant-derived plastics, such as wood fibre and sugar cane.

Consumers can enjoy their milk with the reassurance that their consumption is having minimal impact on the planet.

Key learning: how can your packaging go the extra mile for the good of the planet?



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Stop The Water

Simple but effective messaging on this personal care brand moves away from selling the product itself and instead encourages responsible behaviour from the customer. In turn this creates a new space for the brand not occupied by similar products.

Key Learning: can you use your packaging talk to talk directly to customers?



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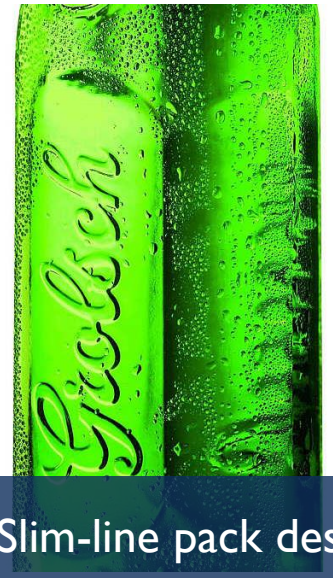
Tips & Pointers for sustainable packaging



Recycled & sustainable materials

Perhaps the most obvious investment in the sustainability credentials of your brand is to use packaging materials which are recycled and/or sustainably sourced. The brand values this communicates will draw consumers who share them.

What existing or new sustainable materials can you use?



Slim-line pack design

Leading FMCG companies around the world frequently review and improve their pack design to reduce overheads (e.g. cost of shipping) and boost their brand's sustainability credentials in the process – can your brand align the two?

Are there lateral ways you can enhance the sustainability of your packs?



Influencing consumer behaviour

Even the most sustainably packaged product is still reliant on consumers actually recycling it after consumption. Brands seeking to improve their sustainability can use on-pack messaging to influence consumers to be responsible.

Can you use your pack to convey a sustainable message?



ON-THE-GO LIFESTYLES

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Catering To On-The-Go Lifestyles



Consumers are living ever busier lifestyles, increasing the demand for food &&drink formats which can be consumed on-the-go: be that in the car, on a train or between meetings.

Products and pack designs that facilitate easy on-the-go consumption are more likely to fit consumer lifestyles and earn their loyalty and repurchase.

On-the-go packaging can mean anything from minimal fuss and unwrapping, to innovative solutions and added-value packaging that makes it easier to consume.



Inspiration: OHSO

Toothbrushes designed to be used by travellers…

OHSO are an innovative brand of toothbrushes, using packaging to create a toothbrush which can be used by those on the move.

Does your packaging have to be thrown away after use? Can it continue to add value to the product?

Nomadic Yogurts

Designed for busy, on-the-go professionals who want to grab a healthy breakfast or snack Nomadic yoghurts offer a complete solution: with the packaging also functioning as a bowl and spoon to eat any time, anywhere.

Key Learning: if your product is eaten out of home, does it need further implements to consume or can these be incorporated into the packaging?



Grower's Cup Coffee

This flat-pack coffee packaging adds considerable value to coffee drinkers simply by adding a spout and handle to the existing pack design. This creates a "just add water" pack to create a pot of coffee.

Key Learning:

Can small tweaks to your packaging deliver a whole new end benefit for consumers?



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Wrigley's Gum

A highly effective size and shape specification for this multipack of Wrigley's Gum means it fits perfectly within the cup holder of any car, meaning it easy for consumers to use whilst driving – thus increasing sales and consumption occasions.

Key Learning: is your packaging the right size and shape to fit wherever your customers most use it?



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Weetabix On The Go

Another product for busy, on-the-go consumers this drinkable Weetabix protein shake is contained within a single-serving bottle with grippable design. Similar products are completely disrupting the traditional breakfast market and catering to busier lifestyles.

Key Learning: how could you package your product to allow it to be consumed in new ways and occasions?



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KFC Go Cup

Based on the insight that their products are often purchased at drive-thru and eaten in the car, KFC have designed this "Go Cup" which reduces the amount of packaging and enables their customers to easily eat it still in the car.

Key Learning: can you reduce the amount of packaging and make it easier for customers to consume you product?



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Tips & Pointers for on-the-go packaging



Where is your product consumed?

Creating packaging which is easy to be consumed on-the-go requires a good initial understanding of *where it is* your consumers actually interact with the product. Can you design your packaging to facilitate consumption in this moment?

Where and when could your product be eaten – how would you design the ideal packaging?



What are they missing?

The insight behind much of the emerging on-the-go breakfasts category is that many rushed people are not finding the time to have a traditional breakfast. New packaging formats can create new consumption occasions.

When are the big time pressure points? How do you make your products fit them?



Does it fit?

Eliminating frustrations your consumers might come across can increase the likelihood they will buy and continue to buy your product – is your packaging convenient to store in cars, in pockets, on desks or in other convenient places?

Where do people spend a lot of time, can you adapt packaging to those environments?

Overview of Key Packaging Trends

A reminder of our top tips & pointers…

Personalisation	Authenticity & Storytelling	New Health	Less Is More	Experiential Packaging	Sustainability	On-The-Go Lifestyles
Digital printing labels	Effective use of typography/font	Sustainable packaging	Strip away non essentials	Using the latest digital technology	Recycled & sustainable materials	Packaging designed for where it is consumed
Choose your favourite (limited runs)	Storytelling with images	Don't be afraid of colour!	Using a minimal number of colours on pack	Focus on the key sense experience	Slim-line packaging	Pack formats that relieve time pressures
Allow the consumer to customise	Authentic materials & aesthetics	Focus messaging/ design on key ingredient(s)	Transparent windows to show product	Explore packaging technology possibilities	Influencing responsible consumer behaviour	Pack formats adapted to the spaces they're stored















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WRITING A DESIGN BRIEF



Writing a Design Brief - introduction

So you're suitably inspired and ready to write a design brief?

What follows is an introduction to some of the key things you will need to think about during the design process.

Whilst it is not comprehensive, and each agency you work with will have their own tailored approach, this aims to give you some basic pointers and an overview of the process.



Your guide to getting started (contents)

1. Stages of the design process

2. The four types of brief

3. Design brief template

4. Creative brief template

5. Setting objectives

6. Questions to ask yourself

7. Working with agencies



The stages of the design process

Processes vary with each agency and each client, but broadly speaking this is the flow of a project:

	Who is responsible?
The Design Brief (see template)	Client
Selection & Appointment of Design Agency	Client (with agency pitch)
The Creative Brief (see template)	Client + Agency
Concept Design	Agency
Concept Review	Client
Design Development	Agency
Final Approval	Client

From here the next step is to move to Implementation / Artworks

(NB excludes any research, which if undertaken is normally done after the creative brief)



The Four Types of Brief

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The vast majority of pack design briefs will fall into one of these four types:

1.	2.	3.	4.
New Pack Design	Graphic Redesign	Partial Structural Redesign	Structural Redesign
Developing a pack for a new product, line or brand extension.	The redesign of surface graphics for an existing pack	The redesign of surface graphics with some modification to specific aspects of the physical pack (for example, the pack closure may be changed).	Total redesign of the existing pack, including graphics and the container or wrapping.

As a business/brand you may have some very specific ideas about what you are aiming to achieve with your packaging and how you want to achieve this, or alternately you may have very little idea and look to your agency (or a range of agencies) to inspire you. It is helpful to consider the scope & extent of the design/redesign based on these four types of brief.

Design brief

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A more general introductory brief to an agency – a precursor to the creative brief

Introduction	*A short introduction to your business & brand*
Project Background	*This is your chance to explain what is driving the need for change and what you are hoping to achieve*
Project Objectives	*Specific outcome from the project – refer to our "four types of brief" for guidance here*
Market Background	*Give some context – where does your product retail? For how much? How many units do you produce?*
Target Audience	*Who are your core customers? What kind of audience/customer are you aiming to appeal to?*
Competition	*Who are you competing with for shelf space? Are there any brands you admire/take inspiration from?*
Services Required / Scope	*Reinforcing exactly what you are after – including number of concepts, scope of design, do you have a packaging supplier/ manufacturer or do you need help in finding one?*
Measurement & Outcomes	*What will be your success criteria for this project?*
Budget	*How much do you have to spend? It is generally helpful to be upfront & specific.*
Constraints	*Are there any musts/must-nots in the design (eg logos, materials, brand guidelines)*

Creative brief

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Can be developed by you, but often built upon and/or refined by or with your creative design agency. There are many slightly different forms but most include:

Reason for the brief - purpose	*What are you trying to achieve through your packaging?*
Market background	*Give some context – where does your product retail? For how much? How many units do you produce?*
Competitive set	*Who are you competing with for shelf space? Are there any brands you admire/take inspiration from?*
Target Consumers – key learnings & insights	*Any specific market research or consumer insights you have collected*
Brand positioning (including proposition, tone of voice, desired personality)	*Your brand guidelines & details of your brand to influence & guide the creative output*
Scope	*Scope of the design/redesign – graphics only? Structural redesign? Partial or radical changes?*
Deliverables (inc number of concepts across what formats at each stage)	*What do you want to see from the agency at each stage? (see Stages of the Design Process)*
Design objectives – may include a hierarchy of communication	*What are the most important things for your packaging to achieve, and in what order?*
Medium/substrate details	*Details that need to go onto the pack (eg expiration dates, legalities etc)*
Creative 'must-haves' / constraints	*Are there any logos/images/assets that must be included?* *Is there anything to steer clear of – legally, in context of competitors (too similar) or customers (eg offensive)?*

Setting objectives: things to think about

Beyond the classic needs to communicate who you are and what you do, other specific objectives:

To communicate something new / a specific feature or change (e.g move to all natural ingredients)

To stand out on shelf & catch the eye of would-be customers

To create more differentiation versus competition

To re-position your brand (e.g. more premium, more modern, younger)

To demonstrate to retailers that your product adds value for them

To encourage re-purchase by making consumer's lives more convenient

To deliver better efficiency/practicality for the trade/distribution



Questions to ask yourself (at concept review) CHECKLIST

When you reach the concept review stage, these are some of the questions it may be useful to ask of each design:

-Is the brand name in a prominent position and in a clear and unique style?		*– Is it practical for production and manufacture?*		*– Are the various product attributes correctly weighted in terms of size and prominence?*	
- Does the pack communicate clearly and quickly what the product is?		*– Does the pack conform to generic rules for colour and format? – or is it breaking the rules to good effect?*		*– Does the pack have the right positioning in terms of quality vs value;*	
– Does it communicate the product qualities and points of difference?		*– Is it practical for production and manufacture?*		*– Does the new pack fit into the existing range, if it's a sub-brand is the relationship communicates as desired, is its heritage recognisable?*	
- Will it has impact and stand-out on shelf – from 2m away?		*– Does it meet legal requirements?*		*– Does any supporting product illustration display the product clearly?*	
– Does the design work across national boundaries, if this is required		*- Have environmental factors been taken into account?*		*– Where a unique pack shape has been created, will this be acceptable to the retailer?*	

Overall tips for getting the best results from your agency

These are some final tips for working successfully with your agency:

- Make sure the designers truly understand your company and your product(s)
- Make sure you really understand your customers and why they will be interested in the product
- Make sure the designs know all about your chosen pack (if you have one) and the specifications of it
- Be clear on what you want to communicate and the hierarchy of that communication
- Discuss what you are looking for with the designers – what sort of designs you like and why
- Provide (draft) copy as early as you can, be clear on what scope they have to adapt/change it
- Clarify what needs to be delivered & when

