



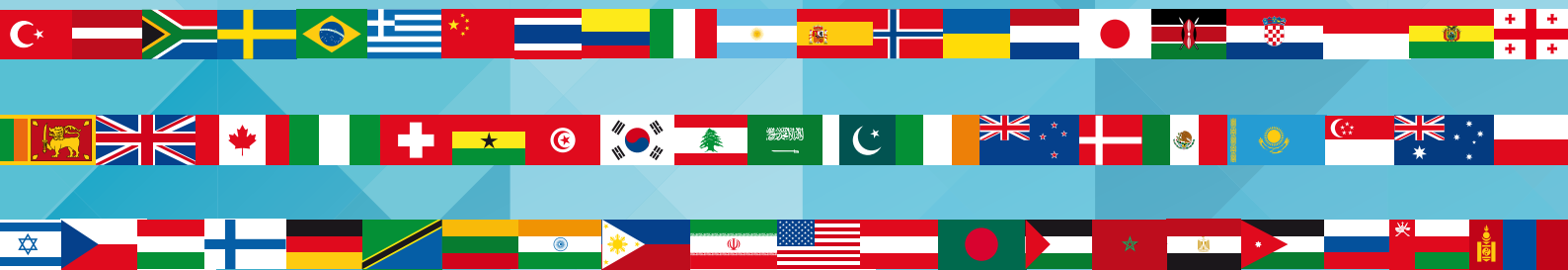
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Position Paper

Packaging Design as a Tool in Consumer Marketing

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Soha Atallah

WPO Vice President Conferences, Exhibitions and Awards

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First impressions go a long way in how people perceive anything. This too applies to companies with regards to their packaging design. The outer appearance of the product, therefore the packaging is the first aspect a potential customer will see, and so it can be an additional marketing tool for the product and the company, that will catch the browser's attention. An effective packaging can help a company attract consumers to their product and thus increase its sales and export. Good packaging can add to the perceived value of a product and give the image, or the message perceived by the producer to the consumer.

Recently and due to the strong demand of consumer for sustainable packaging, brand owners are also using their structural and visual packaging design as a communication tool to convey their commitment to sustainability and circular economy

Packaging is part of the marketing mix and therefore a well-designed packaging should perform the below marketing roles:

- **Capturing Attention & Differentiation:** An important aspect of a package is that it must catch the attention of a potential customer. It does not have to be the brightest package, but it must be unique in some way and it should stand out from the other competitors placed on the same shelves at the retailers. Sometimes simplicity could be what sets it apart. Other factors could be the shape, the color and other elements depending on the target market segment.
- **Brand Recognition:** Packaging is the identity of the product therefore it should convey the brand personality that remain consistent along different products by the same brand so that consumers will easily recognize and connect with the brand. Packaging design is also essential to reflect the positioning of the brand whether it is a mass or high-end luxurious brand. Packaging communicates brand personality via multiple structural and visual elements, including a combination of brand logo, colors, fonts, package materials, typography, illustrations, shapes and other elements that provide rich brand associations.
- **Communication:** Packaging is becoming an important aspect of marketing communications because of its ability to communicate messages to consumers both at point of sale, at home or other place of consumption and after use (e.g. recycling instructions). As for the advertising in general, the packaging should try to attract and keep the consumer's attention to be effective by the deployment of various messages.

Here are 10 tips to design your packaging:

#1 Study your market very well: Conduct a thorough market research to identify the market segment and the consumer needs. By conducting a proper market segmentation and analysis, one will know which style and design better appeals to the client. In conducting the market segmentation marketers could consider the following variables: Geographic, demographic, psychographic and behavioral segmentation. For example gender and age are very important variables in designing your package in order to reflect their specific needs to in your packaging design.

#2 Choose the right Packaging Material: The product's outer skin is the ambassador to the world, so make sure to have a valid passport. The right packaging materials triggers consumers; therefore, an adequate look and design will certainly allow the product to more likely end up in shoppers' baskets. The choice of the packaging material depends on the positioning of your brand and your products. Certain brand for example water companies tend to choose different packaging materials for the same products based on the different market segment such as the use of glass for high end water bottles and the use of PET for regular water consumption.

Furthermore, the choice of packaging material is also very important when it comes to sustainable packaging, therefore brand owners should choose to a large extent materials that have high recycling rate, and are easy to be sorted and then recycled.

#3 Use it as one's makeup: Packaging is the brand's makeup. One must improve it with time. In the same way that thick dark lipstick could become less in fashion and be substituted for lighter tones, one's product's packaging must be up to date, with lifted looks, in a way to guarantee it is not dismissed from the products' catwalk.

#4 Color one's package: When it comes to colors, choose wisely. Colors evoke emotions and every culture responds differently to the same color. However, daring choices can differentiate your brand and allow it to standout; but make sure to do it right and avoid a faux-pas.

#5 Typography is key: Typography is one medium to transmit the brand's message to clients and catch their attention. Depending on the product that is being sold and based on the market segmentation, the choice of the font and the various sizes will alter. If the product addresses youngsters, one could go with fonts perceived fun by the target group.

#6 Avoid drastic change: In order to maintain and preserve the brand's image identity, one must avoid any drastic changes in the packaging. One can go drastic only if one is ready to pay premiums on a marketing campaign that will help embed the new identity into people's minds.

#7 Know when to redesign your package: If one is doing well, don't redesign! Just apply a few small pack lifting improvements. This is all what is required.

#8 Invest in your packaging: Packaging is a long term investment. It is funding the products' added value, which will help it grow a solid consumer base. Be generous and spare no penny or effort at this level. Hire a professional to support in designing the packaging.

#9 Ensure Compliance with Labeling Regulations: The information that is displayed on the packaging such as list of ingredients and nutrition fact needs to be compliant with labeling regulations and standards that are different from a country to another.

#10 Make sure to follow global packaging trends: Consumers needs are changing constantly and the packaging design should take into consideration the global trends of packaging.

Global Packaging Trends

- **On the Go Lifestyle & Snack Packaging:** As more people eat and drink on the go consumers want light packaging that is easy to hold, open, use and reseal.
- **Sustainable Packaging:** In the current environmentally conscious climate, reducing overpackaging is a necessity. Recyclable materials are becoming common and choosing a package that can be reused by the consumer for other purpose is a trend. Packaging design should save and protect the product and adapt the 3Rs : Reduce, Recycle and Re-use.
- **Digital Packaging & E-commerce:** E-commerce is increasing and many people are buying their products, even their everyday products, online. What is effective on the grocery shelves may well be too subtle or simply too small to jump out from the smartphone. Furthermore, companies should consider including a scan code on their packaging, that can connect the consumers through their smart phones with the website of the company, or even to get more useful information on the products such as recipes.
- **Healthy Lifestyle:** Many consumers are becoming more concerned about eating healthy and about their diet to avoid gaining weight. Packaging design should reflect the fact that the product is natural and healthy by displaying clearly the number of calories and contents or other graphics to support the message communicated to the consumers about the product.
- **Fashionable Packaging /Limited Edition Packaging:** Packaging is like fashion, that is why one could adapt the packaging to different occasions such as Christmas, Easter or Valentine's Day . Companies should consider investing in limited edition packaging. For instance Global brands such as Coca Cola, Evian and other brands are keen on launching limited editions packaging on certain occasions.