

## DEFINING PACKAGING DESIGN

a vehicle that serves to contain, protect, transport, dispense, store, identify, and distinguish a product in the marketplace.

**Communicates** personality, function, and generates sales.

**Attracts** consumers through design.

**Creates** a need for distinctiveness in a vast array of competition.

Must be able to communicate the **same message** to a diverse consumer population.

The look of the product's packaging is frequently the **sole reason** for a sale.

DID YOU KNOW . . .

. . . over two-thirds of purchase decisions are made at the point-of-sale, as the shopper stands at the shelf or display.



## TARGET MARKET

defining a specific consumer group and audience provides a clear focus for the product's design.

**Defining** a consumer's values, preferences, lifestyles, habits.

The package design must **visually stimulate** interest and affect the consumer's purchasing decision.

Give the packaging **unique features** that attract a specific audience.

## THE PRODUCT'S BRAND

physical attributes of a product's design and how those relate to the consumer's emotions, feelings, and aspirations.

## EVOLUTION

Giving the look a slight update in order to refresh the packaging appearance.



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physical attributes of a product's design and how those relate to the consumer's emotions, feelings, and aspirations.

## REVOLUTIONARY REDESIGN

Giving the product look a radical design change.



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## COMPROMISING PROMISE

- a product has poor quality of design (both package and design);
- appears too cheap or too expensive;
- design is too similar to competition.



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**EQUITY** The association of the package design (and its design elements) within a specific product.

**TOUCHPOINTS** The element (or elements) of a package's design that consumers come to identify as an integral aspect to a brand.

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## TOP ATTENTION GRABBERS

- Color;
- Physical structure/shape;
- Symbols and numbers;
- Typography.



## PACKAGING DESIGN ELEMENTS

primary display panel (pdp): area reserved for brand identity and all primary communication.

### A WELL-DESIGNED PDP

- Immediately, effectively, and clearly communicates brand strategy;
- Appropriate hierarchy, easy to read;
- Clearly states function, usage, purpose;
- Differentiates from competition;
- Appropriate representation of product;
- Reflects value perception and quality;
- Upholds durability.



## PACKAGING DESIGN ELEMENTS

typography: the primary medium for communicating the product's name, function, and other vital info to a broad consumer audience.

## USING TYPOGRAPHY

- Branding Identity;
- Product Descriptor (variety, flavor, etc.);
- Romance Copy (describes/sells product);
- Mandatory Copy (nutrition facts, weights, ingredients, measurements, quantity, etc.).



## PACKAGING DESIGN ELEMENTS

color: a product's shelf survival is strongly tied to the color/s used within the design.

## USING COLOR

- Strong association with brand/personality;
- Consumers identify color before any other feature;
- Allows a product to stand out amongst competition;
- Purchases are often solely made based on color.



## **PACKAGING DESIGN ELEMENTS**

color: a product's shelf survival is strongly tied to the color/s used within the design.

### **ASSOCIATIONS: RED**

- Attention-grabber;
- Communicates heat, love, fire, passion excitement, aggression, warning, energy;
- Can physically speed up heart rate and raise blood pressure;
- Flavor representation: spicy, hot, fruity.

### **ASSOCIATIONS: ORANGE**

- Communicates warmth, energy, vibrance, enthusiasm, adventure, cheerfulness;
- Flavor representation: zesty, spicy, fruity.

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### **ASSOCIATIONS: YELLOW**

- Eye-stimulating: most energizing color in the spectrum;
- Communicates life, sun, warmth, hope, energy, playfulness, hazard, danger;
- Flavor representation: lemon, buttery, sunlight, wholesome/fresh.

### **ASSOCIATIONS: BLUE**

- Communicates authority, dignity, loyalty, trust, wisdom, strength, confidence, security, productivity, calmness, relaxation;
- Non-appetizing color.

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### **ASSOCIATIONS: GREEN**

- Communicates tranquility, life, youth, freshness, organic, sustainable, renewal nature, environment, wealth, good luck;
- Easiest color on the eyes, calming effect;
- Used to convey relaxation and peace;
- Flavor representation: mint, apple, lime, sour.

### **ASSOCIATIONS: PURPLE**

- Communicates wealth, royalty, luxury, peace, spirituality, mystery, bravery, exotic, fun;
- Flavor representation: fruity, fresh.

## **PACKAGING DESIGN ELEMENTS**

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### **ASSOCIATIONS: BLACK**

- Communicates reliability, power, wisdom, bold, serious, elegant, luxurious, classic;
- Also death, despair, mourning;
- Enhances colors to make them “pop.”

### **ASSOCIATIONS: WHITE**

- Communicates purity, freshness, clean, innocence, truth, snow, coldness.

## PACKAGING DESIGN ELEMENTS

imagery: consumers look at pictures before they read a package's text. conveys brand personality, mood, appetite appeal, lifestyle.

## ILLUSTRATION/PHOTOGRAPHS

- Grabs consumer's attention and entices;
- Presents product and creates emotion;
- Sets a mood, tone, or location;
- Appeals to the appetite;
- Express flavor, scent, usage, decor, fashion.



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## SYMBOLS/ICONS

- Can become concrete elements that consumers seek out.



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## CHARACTERS

- Appeal to adults and children alike;
- Gestures should communicate attributes such as trust, confidence, strength, energy, happiness, amusement;
- Must be appealing to the specified audience;
- Brand loyalty can be tied to the character and can symbolize the brand without any additional supporting elements.



## PACKAGING DESIGN ELEMENTS

additional elements important to package design.

## GRAPHIC DEVICES

- Aids in organization of visual information;
- Color Bars: show product variety (scent, flavor, etc.);
- Visual punctuation directs the eye/adds energy;
- Shapes separate body copy or enclose a brand's identity;
- Texture is used as a background or to support photos, illustrations, symbols, etc..



## **PACKAGING DESIGN ELEMENTS**

additional elements important to package design.

### **VIOLATORS**

- A visual device that calls attention or announces a special feature;
- “Violate” the design of the PDP;
- Federal regulations, quantity/quality, new product features.

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## INSTRUCTIONAL ILLUSTRATIONS

- Informative, functional, educational;
- Used as “how-tos”: explains to consumers how to do something with the package or its contents.



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### **PACKAGING STRUCTURE**

- Innovation;
- Ergonomic benefits;
- Reliability;
- Optimal material usage;
- Accessibility (opening/dispensing);
- Shelf space;
- Environmental impacts.