

*Importance of Packaging Design - Your Branding Doesn't Stop with Your Logo People are visual creatures by nature. What differentiates a bad company from a good company is the fact that the latter knows how to attract customers' attention with the help of packaging design.*

What came first; the product or the packaging? Actually, that one might have been chickens and eggs. It seems like an afterthought really, the product is where the action is, right? Packaging design can have such an impact though, in many ways. The first is brand. Its sleek edges and unique shape make it stand out from the rest of the post. The tear-away strip of cardboard was waiting to be pulled and rip the package open. It turns the whole delivery process into an experience of anticipation. Packaging is also essential on the high-street. Incredibly simple, yet iconic. It is quite literally a brown paper bag with a logo, but very few stores share its aesthetic. Your customers are doing your advertising for you! Next is the presence. Your packaging design needs to stand out. It needs to be the bright pink in a sea of dull grey. If your competitors tend to revolve around similar colour schemes, then go bold. If your product stands out, then it is being noticed. Your packaging design needs to sit well on the shelf. Tighter, more concise, packaging means a smaller carbon footprint. It makes more room for extra products on the shelf. Colour affects purchase habits too. Different colours cause different reactions in the brain. We make price assumptions based on the packaging. Even if the product itself is expensive, customers will think that the product is worth the value through its presentation. Finally, the most important function of packaging is protection. It almost goes without saying but aside from the sales aspect; great quality packaging will protect the product from damage so that it can reach its customer in the state that they deserve it. Here at TPSG, our in-house design team are passionate about helping your brand stand out. Get in touch today on to speak to our team to see how we can help you with your packaging requirements.

## Chapter 2 : Know the Importance of Product Packaging Design in Branding & Marketing

*Why Your Product's Packaging Is as Important as the Product Itself Innovate Your product's packaging is meant to communicate a purpose: what your brand stands for and what it means for your customer.*

Packaging design is the most important factor in marketing as consumer will first get to know about your business from product packaging design. This roughly corresponds to about 7 to 10 cents that goes into bringing a product to the market. Much of the packaging design aims to make products look attractive, make consumption convenient or protecting from possible damages. If you are a kind of retailer who aims to sell physical products, the self is where your success is measured. Product packaging has become an integral part of any shopping experience when most of the buying decisions purely made on the bases on product packaging design. Presentation is also the only way to stand against competition in this perfectly-competitive marketplace. As a marketer and manufacturer, packaging thus becomes a crucial part of the process. The packaging design role has become quite important in marketing and it is also used for convenience and information transmission. Some of the numbers are as follows. Purpose and Function of Packaging Design: Good packaging leads to: Understand Interest of Buyers Awareness is itself basis of innovative and creativity. The human mind is designed to filter and remember things that are special. Creative Packaging Design Closely linked with awareness, this is especially important for retailers who are into niche markets. They want to capture the attention of a specific audience group. If you take a look at the Smirnoff Caipiroska bottle or the Gloji Juice container, you would immediately understand what we mean! The bottles can actually be peeled for the flavors they come in! Information with product packaging can be addressed in many ways. The basic is about the product ingredient, weight, nutritional benefits, serving ideas, directions for use, important dates, messages and more. However, you can also get creative like they did with Sugar Cube Puzzle! Packages communicate how to use, dispose or transport of the products. Here, packaging is a part of the product use experience altogether and could be a strong reason for the supremacy of these products. Physical protection, convenience and security are the common uses of product packaging. Using colors, symbols, logo and captions, manufacturers can do more with their products. Just take a look at the NYC Spaghetti packaging and you would right away understand what we mean. The packaging is a symbolism "an emotional connect that will attract many shoppers of spaghetti. It is necessary that you product looks good and special in the shelves. A good packaging design also necessitates that the readability needs to be simple and the audience right away knows what you are trying to say. Large fonts, high quality packaging materials, the shape of packaging and other things add to the degree of success. All the above examples are successful products that will be remembered for a long time. If you have different products for the same brands, you can also use colors and shapes creatively to market your package. Now, this is all about creativity. However, to be able to create a successful product package, you will need to understand your target audience. For example, if you are designing something for kids, it should be bright, colorful and playful. You should also use graphics and words. On the other hand, if you are looking to address the more matured audience, you might want to focus more on functionality of design. Again, depending on the type of product you are looking to sell, you might want to pitch about its eco-friendliness, theme, ease of use and similar things. Overall, it about what kind of packaging design will attract your audience to spend more time at the shelf understanding your product. You need to make customers curious and then surprise them with something unique! Product packaging goes a long way in the success of any retail product. Presentation matters a lot, especially when your customer expectations are high and your competition is huge. Do you have any questions about product packaging design? Feel free to contact us here!

### Chapter 3 : The importance of packaging and design - calendrierdelascience.com

*Your package design is one of the most important elements in a successful product launch (or re-launch). But there are so many things to think about when designing a package - it is design that has to function.*

The Package of the product must be easy to handle, transport and attractive to the customers. In order to capitalize the marketing opportunities, grab market share, meet the completion the marketers enforces on the power of a good product Packaging. A product with good packaging can attract more potential customers; grab more buyers which will ultimately results in higher sales and larger market share for the manufacturer. A good package defines and demonstrates all the product attributes like, color, quality, design, price and size of the product. Labels are used to encourage more sales. This type is used in logistics during the Product Life Cycle. Its purpose is to deliver, transport, ship and store the Product. This type is used to keep the product fresh and safe for the household use of end consumer and the buyer. The Package that is with in direct contact with the product contents is the Primary Product Package. The Primary Product Packaging is the first element that keeps the contents enclosed. Shrink Warp is used around the actual product to hold the products or packages together for ease is transport and delivery. The shrink wrap makes the product resistant against puncture, damage, friction, abrasion. The manufacturers prefers Shrink Wrap Packaging as it make the product Impact resistant and is made of plastic which is a cheaper option than wooden boxes and crates. This type of packaging is used for perishable goods or food items that require seal for freshness, hydration and taste. This Vacuum Product Packaging has many benefits and is the most preferable option for the sellers and manufacturers of fast moving consumer goods especially for the organizations operating in food industry. The Package keeps the food items safe from germs, dust, air, bacteria, mold, fungus and yeast. The Packages designed to preserve the product for later use for example, Jars, Cans, aluminum containers, silver sheets, cartons, glass jars, plastic bottles, foam and other types of product packages that are used to protect the contents of the product and the food items. The Preservation product Packages ensures product safety, protection and freshness. The most efficient and inexpensive way to cushion and to protect the goods form impact, friction and damage while shipping is bubble warp. The Package used outside the Primary Packaging to avoid pilferage is secondary product packaging. An integral part of packaging process is Crates and Pallets to keep the products safe during transport and delivery. This provides safeguard against water, dust, moisture and deformity. The Safest Packaging option for extremely fragile products and finished goods. This type of product packages protects the contents of the product from shock and vibration. The Packages use shock absorption techniques and provides safe guard against humidity, dust and moist. This type of packaging is used mostly for electronic equipment and chemical containers.

### Chapter 4 : Importance Of Packaging Design | Nebraska Warehouse

*Importance Of Packaging Design. You have created a superb product. No doubt it will serve the needs of the customer well but it still needs to reach the customer and it must reach him/her in top condition until it is time to use it.*

There are several elements to evaluate in order to make smarter package design decisions. Of course, due diligence and research is a necessary step toward making the most impactful decisions for your business. The following are critical elements of research that will help you make smarter and more-informed decisions for the future of your brand. Whenever consumers choose to purchase, their decisions often stem from a feeling or emotional response – the appeal that product packaging has to their preferences. This is why qualitative research into your target market is an important consideration. Why is your audience attracted to a certain style of packaging? Why are they interested in one color over another? What feeling does your packaging elicit? Start holding focus groups and face-to-face interviews with consumers within your target market to gather such valuable information. Also consider store visits to do a study and analysis. Work to understand why your subjects have negative reactions to elements of your packaging. Also ask what kinds of brands they typically gravitate toward when shopping for similar products. Keep Up with Market Changes in the Right Way A previously-effective brand identity is not a sign of perpetual success. Consumers may develop or bring different ideals and preferences, preferring to be marketed to in a different way. Keep tabs on the latest and greatest in the retail space. What are others in your wheelhouse doing? More importantly, what changes seem to be resonating with your target audience? Incremental Change Can Be Incredibly Effective Keeping your brand fresh is a fundamental need to connecting with your audience on a continual basis. More and more brands are adopting AI into their packaging design to create a more immersive consumer experience. It behooves you to look into what AI could look like for brand and packaging. Understand how your audience is leveraging AI. How could it be useful for your audience? Could they use it to find more information about your product or brand? The key to AI or any innovation is that you implement it in a way that will help you meet your goals – driving revenue and repeat purchases.

### Chapter 5 : The Importance of Research in Packaging Design | -

*It's important to study your target demographic before deciding on a color scheme for your product packaging. Product Packaging Is a Marketing Tool Your product's packaging can be a helpful marketing tool through in-store advertising.*

This is the primary function of packaging: To keep the product safe and intact until it is time for the customer to use it. However, it is just one of the functions that packaging serves. An effective packing should do a lot more than just keep the product safe. Attraction Packaging should be able to attract your potential customers into purchasing your product. The customer should be enticed to pick your product amongst the available options. Any information that will help the customer to make his purchase decision should be displayed clearly on the packaging. Differentiation The packaging should be unique amongst the comparable or similar products. It should be easily differentiable from the other competitive products. Keep it Simple The packaging should make the decision-making process of the customer easier and simple. The customer should be able to identify your product quickly and easily. If you are launching a new product, then the name, brand, description and other vital information should be easy to read and help in attracting customers. Stand out from competition You need to attract customers. For that your packaging design should be different from your competitors. Scour the market and see how your competitor is packing its products. Figure out what innovation can you use in your packaging. Use good quality material Show that you mean business when it comes to caring for your product. Good quality material conveys a premium image. It says that the product is so good that it deserves high quality packing. Besides this, a high quality material ensures that your product is not spoiled during transit or storage. Enhance user convenience Will it be better in a bottle or a plastic pouch? Hardcover or soft cover? What would be easy for him. Describe the product use and abilities But do not exaggerate. Never overstate the abilities of your product. If the product does not meet its stated capabilities, it will not only turn away existing customers, but will also turn away future customers. Just state the facts and promise the attainable results. If your product is good the word of mouth publicity will do its work and increase your sales. The text should be legible The text on the packaging design should be large enough to be read clearly. Choose the font, size, colour wisely. These not only help pass the information, but can be used to build a brand image. For food and medical products, the ingredients and expiry dates should be very easily locatable and clearly readable. If your product is packaged in a transparent packing and the product itself is carrying this information, the make sure the product is oriented properly so that the information is clearly visible. Packaging design is the first touchpoint your customer has with your product or your brand. While its primary purpose is to protect the main product, it is also a great medium of marketing. You just need to be creative and know what your customers like to see.

### Chapter 6 : The Importance of Product Design and Packaging in Branding | More Than Branding

*Packaging design is the most important factor in marketing as consumer will first get to know about your business from product packaging design. Manufacturers are annually spending over \$ billion in product packaging globally.*

Permalink There are two phrases that constitute mottos when it comes to my professional life. The first one is: They are the basis and reason I love this profession. Consider that more than half of purchases are based on emotions, especially when a client is unsure and must choose between two brands of products. What exactly happens when we find ourselves in front of an aisle with tens of hundreds of products just staring back at us? We start to compare, remember and associate. In some cases, it triggers the basis for customer loyalty. Even shopping bags speak to our clients and influence brand perception. Even though we are not aware of it, our senses provide a significant amount of information in our day-to-day life. Research shows that consumers have a more favorable approach to brands that reach us through all senses. Imagine pairing that up with marketing tools that target the other senses of sound, smell and taste. A unified and coherent approach from all levels leads to a powerful brand presence. The functions of product and package design are: Draws attention to a specific product in a crowded retail space. Serves as a protective container, as well as provides useful nutritional information or instructions of use. Constitutes as an essential brand identity tool. Even a specific color might trigger an association to a particular brand. Differentiates a product from its competitors and private labels by transmitting a sense of worth or a story. Packages might also serve as souvenirs, collectibles or a source of storage. They imply physical advancements in the industry. And not to mention a brand. With all the competition out there, physical differentiation is crucial if you want to stand out in the marketplace. A definite win-win situation.

### Chapter 7 : The Importance of Packaging Design For A Successful Marketing Campaign | Design Juices

*The Importance of Packaging Design For A Successful Marketing Campaign Packaging includes every possible aspect of industrial design on multiple levels. It involves a huge array of types of information and design elements which most people have never heard of, let alone understand.*

It involves a huge array of types of information and design elements which most people have never heard of, let alone understand. Plastic moulding may be familiar, but not much else. In marketing, another almost mythical area in the public consciousness, packaging is a primary tool for practically every known form of consumer product. The packaging is literally the product identity. The all time classic case is the Coca Cola bottle. An instantly recognizable logo, distinctive shape, and global fame came from this packaging. The Coke bottle is actually still unique in many ways. As packaging, it was a complex type when invented, but the idea was very simple. Some are really technical achievements, but as packaging for market purposes, barely qualify as so-so. These were universally loathed by Star Trek fans. Fragile, light gauge plastic with fragile, light gauge hinges. Later efforts were actually considered worse by fans, and Paramount, apparently waking up to this irritant, repackaged the Next Generation and other series into basic cardboard box sets. Two simple packaging concepts produced a household name for a century or more. Top quality production technology can produce expensive, annoying eyesores. If anyone has a problem, the net will broadcast it. The effects of designer input are immediate: Production costs are reduced for distributors, often drastically The more insane, impractical ideas are eliminated Stronger design images are created Things like product safety are remembered and enforced The packaging is physically better for product handling In effect, the Coke bottle. Simple, effective, practical, and with full brand identity. Everything and everyone will be much easier to live with. We provide guarantee to pass Braindumps.

### Chapter 8 : Importance of Product Packaging In Marketing

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Packaging is the most tangible representation of a brand. Consumers can touch it, pick it up, read its brand communication, and determine whether they wish to purchase the product. Studies show that when consumers shop, they make choices in as little as 20 seconds. These statistics explain why so many products fail. What persuades consumers to gravitate to a specific branded product in a store aisle? What is it about packaging that piques interest? A distinctive brand identity? Chances are color attracts people first. A color palette, distinctive graphics and brand identity work synergistically and can eventually become iconic if consistently maintained. Imagine seeing a soft drink can in signature red with a white swirl, missing its brand mark: Would people still recognize the product and immediately call the brand to mind? Surely just about everyone, the world over, would. Many brands are instantly recognized because of their signature colors. The Kraft Macaroni and Cheese blue box. Consumers look for this icon among myriad choices packaged in orange and green. Yet its packaging is dominated by its logo featuring legendary chunky lettering seemingly rendered by hand within a black and yellow cartouche. This ever-hip, eco-friendly brand speaks to fans everywhere. Many natural and organic products end up packaged in unbleached paperboard with plenty of green and rich earth tones. Black, gold or silver are used alone or in combination for luxury brands. High tech products are often deliberately packaged in minimalist black. Simple, clean products with fewer ingredients tend to be packaged in white. Bright colors used with black evoke sophistication and edgy brands. So what ends up happening, as a result? Whole categories end up with unremarkable, hard-to-differentiate packaging. Think about the value of doing the unexpected. Choosing an uncharacteristic color to stand apart from the expected within a product category is a consideration. Even in a case where signature color is a strong brand identifier, it can be combined with additional color to make a unique statement. This helps to establish brand differentiation. TresSemme hair care is a good example. How effective is stark black packaging with bright color caps and brand communication to segment varieties that really pop in the process? Especially when visualized by consumers in a sea of category products in predominantly white packaging? Packaging must be seen in the context of retail. A full category analysis should be conducted and mock-ups tested. Consumer focus groups and eye tracking can target potential problems with packaging before going into production. Social media platforms offer another largely untapped tool. Insights from customers read: It takes courage to break new ground, but if executed correctly and tested, packaging that breaks the color mold within categories, bringing a new structural element, icon or delivery system into the marketplace can succeed brilliantly. Before executing design and color choices in packaging: What does the brand stand for? Who is the customer? When packaging products for a global audience, what meanings are ascribed to the colors used; how should they be modified? Can a unique color be developed to support the brand; one that is unusual in its category? How does the chosen package color or color combination make the consumer respond feel during the testing phase? Lastly, if the retailer shelves a few items from the product line, how effective will it be when blocked on the shelf set? Will it have a strong enough presence, if say 3 items are merchandised in a particular store set from the 6 available? Ultimately, packaging has to be judged on how it affects consumer purchasing behavior.

### Chapter 9 : Importance of Packaging Design in Branding Your Product - Key Container Corp

*Communication - The most important aspect of your product design and packaging is to convey your message to them. Packaging is considered to be an important indicator of [ ] Custom Food Service and Brand Identity - Productivity Today.*

Coca Cola paid Rs. Thus it can be concluded that strong brands have their equity too and the value of which depends upon their market share, their level of customer loyalty, its profitability, future potential and also the several other considerations. Overall it may be said that a brand represents all the tangible and intangible qualities and aspects of a product or service. A brand promises to deliver value upon which customers and prospective purchasers can rely to be consistent over a long period of time. Product Packaging Packaging is an integral component of a product and it plays an important role in its salability. Packaging is no longer a mere outer covering of a product for its protection; it is very much a contributing factor for its increasing marketability. A vividly beautiful packaging of a product, to some extent, develops a positive image about it in the minds of the consumers. Earlier the role of packaging was merely to protect the product from sun and dust and also from damage during handling. With advancement of the nations, new legislation has been incorporated for the merchandising of the goods. This has resulted into the importance as well as the necessity for an appropriate quality and type of packaging. Today marketing is a game of names of brands who sell the most in the market place. These brands speak for the prestigious and social stature of any persons. The present era of cut throat competition has enabled the consumer to select the brand of product to be consumed from amongst a vast number of competing brands. Consumers are not resorting to more of impulse buying and are eager to try new brands. Hence the companies today not just take research and development activities for improving the product quality but also try to add value to their products means of via innovative packaging. Packaging Functions These days packaging is designed to take care of the convenience for its use and also to differentiate a brand from the others. In case of many products reusable packaging is also used to attract consumers for its purchase. Packaging is a function of both physical distribution as well as advertising. It is essential that latest techniques and materials of packaging be used. Many institutes, including the Indian Institute of Packaging render useful advice to the marketers on the nature of packaging designs and the materials to be used which would be suitable for a particular product. Importance of Packaging Depending on the products and the industry, the packaging can have different levels of importance. Sometimes packaging becomes the most important way of delivering the good, and its cost represents the largest part of the total cost of the product. Through packaging the important information about the product, price, manufacturer and the consumption precautions etc. Product packaging decisions are very important and the marketers need to be very careful about it, as packaging is sometimes the key factor of success or failure of a new launch. Packaging, as a function, has two separate dimensions – the science and technology and the behavioural aspect related to the art of product design which enhances the value of the contents and passes on the impression to the consumer directly or subtly. Overall it can be concluded that packaging is an integral and an important component of the product. It not only helps in protecting the product from being damaged during its handling but also protects it as an attractive packaging works as a silent salesman. Packaging Decisions Packaging decisions are very important for the marketing because now-a- days the consumers pay a lot of attention and care for selecting a product. They usually prefer a product which is adequately packaged; the outer cover contains all the necessary information about the product and the manufacturer and also the method of using, consuming or operating the product. More so, packaging carries some aesthetic value also. So, in the modern days, the marketing managers pay a lot of care for making the packaging decisions of the products being marketed by them. This is especially true in the case of marketing of consumer products, cosmetics, perfumes, toiletries and other personal care products. Marketers try to add value to their brands by way to packaging as a tool. The marketers have to take the packaging decisions which should meet the twin tasks of keeping the packaging cost low and yet carry it safely enough up to the customer without any damage. It might not always be possible to merely reduce the cost of packaging without affecting the various components of the marketing mix because the packaging decisions affect all the four components of the marketing mix.

Good and attractive packaging adds to product attraction but not without adding to its cost. It may also add to the convenience of handling and act as a tool of promotion. So, the marketing firms have to take such decisions which will be beneficial for all and the overall equation of cost benefit analysis is favorable for each. Packaging designs are also of vital importance as they often help the consumer to recognize the product and literally sell it off the shelf, especially at the point of sale. The labeling used on the packaging also serves as a means of communication about the product contents, quality, quantity etc. Since the last few years, the packaging material has become more and more an object of creativity of the marketing people rather than the domain of the production and technical engineers. From being functional initially and addressing the need for protection during the time in-between production and consumption of the products, packaging is becoming vehicle for communication, used to effectively influence the end consumer. These days when we talk about innovation, we not only refer to product quality but include its packaging also. These days the consumer readily pays the price of the packaging if it helps in adding to its quality and hygiene, so therefore, the marketers should take decisions in favor of improving the acceptance level of their brand by adopting appropriate packaging designs made with appropriate materials. It represents the talents of the various specialists viz. The packaging of a product may also attract the attention of the consumers at the very first sight if its features appear to be attractive. The marketers need to take care of these marketing aspects also. The usual features of packaging are the following: It should be strong also to ensure a long shelf-life. Over and above the usual features, the packaging should also have certain features from the marketing angle, as a well-designed packaging is often described as the silent sales representative. These marketing features of packaging are as follows: However, due care must be taken as an overenthusiastic approach may lead to cost over-runs as packaging has a direct bearing on the product cost. Therefore, the cost aspect of packaging should be strictly controlled so that the product may not be overpriced. Brand Positioning Brand positioning is the conscious promotional efforts which the marketers undertake to develop an image, in the mindset of their target consumers, about the benefits and quality stands of the promoted brand. In positioning, the marketer decides how and around what parameters, the product offer has to be placed before the target consumers. The consumers vary on the benefits which they seek to draw from a product and no single brand of a product category can incorporate all the features which can satisfy these needs of all the types of the consumers. Hence, the marketers need to first incorporate such features in their brands which would be able to meet the desired benefits of one or more segments of the consumer and then promote their brands by highlighting these product features so as to target their brands on these segments of consumers. Thus brand positioning is the process of developing a positive association between the target segments of the consumers and the promoted brands. Brand positioning decisions are consciously taken because if the promoted brand fails to deliver consumers the benefits claimed by it, the consumers will rather develop a negative image about the product. Thus for product positioning to succeed, it must be based on an identifiable, meaningful and compelling value proposition. The brand should match the value gained by the consumers after its consumption to the value promised by it. The goal is to locate the brand in the minds of the consumers to maximize the potential benefit to the firm. The result of positioning is the successful creation of a customer focused value proposition a cogent reason why the target market should buy the product. Packaging Scene in India The Indian market has been rapidly changing during the last ten years or so due to the entry of some worldwide players who have upgraded the market standards. There is emerging a strong change in the packaging scene in India and rather there is a packaging revolution. The total packaging volumes for consumer packaging in India reached a total of 39, million units by The packaging industry in India is growing and the market is dominated by flexible packaging formats. There is a great level of change in the product packaging particularly in the material used for it. More and more Indians are now becoming health conscious and a majority of the products here are now available in hygiene packaging. Even the common man is now becoming conscious about the quality of water, the standard of cooking oil and calorie intake etc. This has resulted in a significant shift away from loose unbranded low quality cooking oil to the branded oil packaged in PET and HDPE bottles. Further healthier living has also resulted in a growing demand for PET bottles in the potable water sector. Packaging revolution in India has resulted in the supply and hence the consumption of a wide variety of consumer products.

Marketers have introduced various packaged sizes of their products suitable to different pockets and needs besides tetra pack packaging for food products etc. The market size for various products has registered a significant growth rate just because of the this packaging revolution. The long run survival for many of the brands has been possible only due to their adapting to the new and innovative packaging materials for their products. Packaging deals with the nature of the container, its size, shape, color and the message printed on it. The packaging should be strong enough so that it can stand the strain of transportation and handling. It should also be adequate to ensure a long shelf-life. Besides these, the packaging should be so design so as to be capable of differentiating the product and it must be suitable for display. However the cost aspect of packaging must be strictly controlled otherwise it may lead to cost over-runs. This post was shared by a member of the BXP community and edited by our editorial staff. Do you have news to share with our readers or a package design project that you are especially proud of? [Click here](#) to learn how you can become a contributing member of the BXP Magazine online community.