

### [A quick note about packaging](#)

Research done in the early 90's revealed that, in supermarket at least, up to 80% of purchasing decisions are made in store. Consequently, packaging is crucial to impulse decision buying.

The issue is **packaging is powerful!** Used properly, it can jump-start your communication. If ignored or done poorly, it is at best neutral and at worst a deterrent to understanding the product and first-purchase conversion.

Shoppers are described as adopting a 'grazing' mentality, and in this vague state are readily influenced by the "five 'I's"...

1. IMPACT: The shelf presence, shelf 'shout'
2. IDENTITY: The brand image and identity
3. INVOLVEMENT: The emotional link, the brand personality, the empathy the consumer perceives the brand has for the consumer
4. IMPRESSION: The implied benefits of the purchase decision
5. IMPEL ability: The driving force that compels someone to modify his or her behaviour and buy the brand.

Applying the "five 'I's" to meet the needs of targeted segments is a sure way to maximize the benefits (and capitalize on the costs) of distribution, ensuring you get best possible sales even before your other promotional efforts take effect.

NB: If product sampling, it is as equally important that target prospects should experience the package as it is that they experience the contents.

Interesting research<sup>1</sup> recently defined the most effective design sectors as follows:

- "Natural package design for sincere brands"
- "Contrasting designs for exciting brands"
- "Delicate designs for competent brands"
- "Natural or delicate designs for sophisticated brands " and
- "Contrasting or massive designs for rugged brands"

Other research, done around the same time, said that only 5% of people read the small print. (NB: Marketing experts will immediately identify the issue that certain segments may contain highly involved consumers who may ALL read the label.)

### [Fire-up Your Packaging](#)

The key elements of packaging are to keep your product A.F.L.A.M.E.

- ATTRACTION - Use impact, design for shelf presence, or shelf 'shout'.

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<sup>1</sup> Ulrich & Malkewitz (2008)



## Launch Engineering

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- FAMILIARITY - Ensure the consumer can recognise the brand in the packaging
- LURE – Is the consumer driven to try the product, does the package justify modifying the buying habits of the consumer and create a modified re-buy, overcoming a prior disposition to straight re-buy a competitive brand.
- ADVANTAGE - Will the use of the package advantage the consumer in some way that they will appreciate and consequently require? E.g. Squeeze tops on honey, ring pulls on cans, battery testers with batteries.
- MEANING - Does it give an impression or communicate the product benefits symbolically?
- EMPATHY - Is there involvement, an emotional link, or brand personality that touches attractive segments and prime target audience prospects?

### [Are you making the right decision about packaging?](#)

The right packaging decisions can make or break a brand... just ask industry leaders like Lever & Kitchen, Mars Inc, or Proctor & Gamble.

Consulting Launch Engineering can help avoid disastrous mistakes. Call us for packaging or other strategic and marketing advice.

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