

The best packages become one with our brand experience. Packages are brands that you trust enough to take into your home. For baby boomers, they reside forever in their childhood memories—from the Whitman sampler box and the Beatles *White Album* cover to the glass Coca-Cola bottle and the Tiffany box. For Generation X, packages themselves have evolved into status symbols. The lexicon of cool includes the Absolut vodka bottle, the wavy and futuristic Gatorade bottle, the Abercrombie & Fitch paper bag, and the Tiffany box.

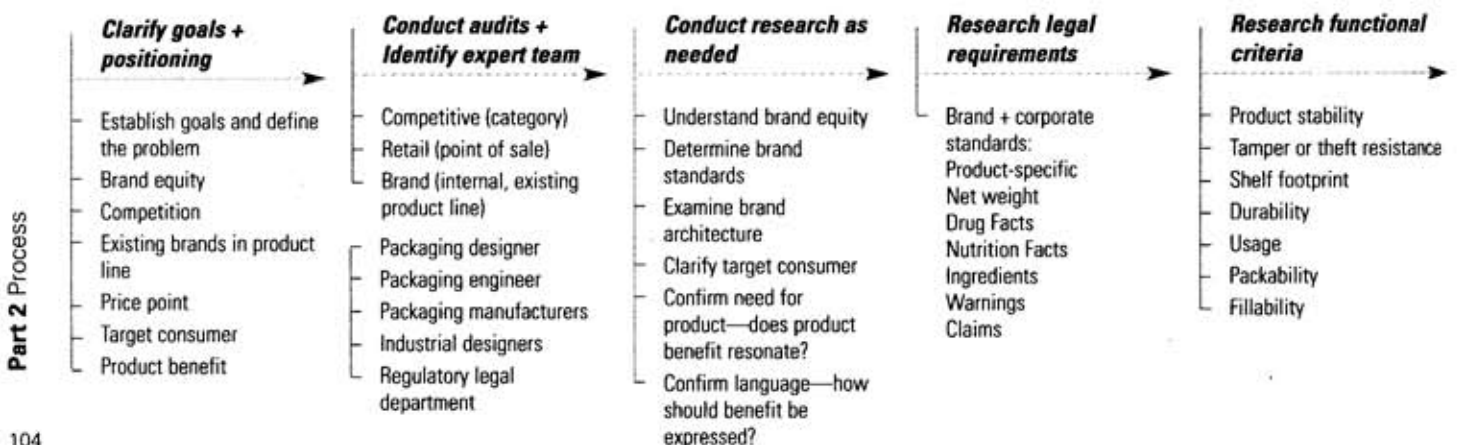
Regardless of our age, we are continually comforted and cajoled by packaging shapes, graphics, colors, messages, and containers. The shelf is probably the most competitive marketing environment that exists. From new brands to extending or revitalizing existing product lines, considerations of brand equity, cost, time, and competition are often complex.

Packaging design is a specialty, and routinely involves collaboration with industrial designers, packaging engineers, and manufacturers. In the food and pharmaceutical industry, it is regulated by the government. Package design is only one part of the puzzle involved in a product launch. Timetables include packaging approval and production, sales force meetings, product sell into stores, manufacturing and distribution, and advertising.

In the average half-hour trip to the supermarket, 30,000 products vie for the shopper's attention.

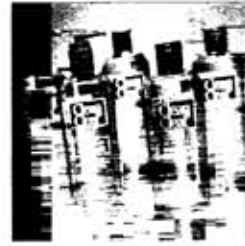
Thomas Hine, author, The Total Package

The packaging development process



Packaging Basics

- 1 The shelf is the most competitive marketing environment that exists.
- 2 Good design sells. It is a competitive advantage.
- 3 Positioning relative to the competition and to the other members of the product line is critical for developing a packaging strategy.
- 4 A disciplined, coherent approach leads to a unified, powerful brand presence.
- 5 Structure and graphics can be developed concurrently. It's a chicken-and-egg debate.
- 6 When designing a brand extension, there is always a strategic tug-of-war between differentiation and coherence within a product line.
- 7 Consider the entire life cycle of the package and its relationship to the product: source, print, assemble, pack, preserve, ship, display, purchase, use, recycle/dispose.
- 8 Timetables involving packaging approval and production, sales force meetings, product sell in to stores, manufacturing and distribution.
- 9 Developing a new structure takes a long time and is very expensive but it offers a unique competitive advantage.



Johnson & Johnson Clean and Clear:
Bailey Design Group

With minimum sales help in a retail environment, a package must be a silent salesperson.

Russ Napolitano, Bailey Design Group



Zours: Bailey Design Group

First I bought it because it looked cool. Later I bought it because it tasted good.

Michael Grillo, age 14

It's no longer enough to just research the competition. One needs to think beyond the category when designing a new structure. We live at a time when one buys tuna in a bag, bath salts in a paint can, and wine in a carton.

Steve Perry, Bailey Design Group

Determine printing specs

- Method: Flexo, litho, roto
- Application: direct, label, shrink-wrap label
- Other: number of colors, divinity, UPC code, minimums for knockouts, etc.

Determine structural design

- Design new structure or use stock?
- Choose forms (i.e., carton, bottle, can, tube, jar, tin, blister packs)
- Choose possible materials, substrates, or finishes
- Source stock and get samples

Finalize copy

- Product name
- Benefit copy
- Ingredients
- Nutrition Facts/Drug Facts
- Net contents
- Claims
- Warnings
- Distributed by
- Manufactured in
- UPC code

Design and prototype

- Start with face panels (2D renderings)
- Get prototypes made
- Narrow option(s)
- Design rest of package
- Simulate reality: use actual structure/substrate with contents

Evaluate solution + manage production

- In a retail/competitive environment
- As a member of the product line
- Consumer testing
- Finalize files
- Oversee production