

Successful Brand Enhancement Through Packaging:
Best practice in leveraging unique brand attributes
and innovative products

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Successful Brand Enhancement Through Packaging: Best practice in leveraging unique brand attributes and innovative products

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In mature markets the importance of packaging design in contributing to brand communication and appeal (on-shelf, in-store) is increasing, due to a number of factors, including:

- Consumers are increasingly aware and demanding in terms of brand choice, product quality, health and ethical issues.
- The environmental challenge for companies to optimize the use of materials, water and energy, minimize waste and maximize the recovery of used packaging.
- The trend towards premiumisation is influencing innovation and packaging in many market sectors, particularly mature markets.
- The increasing diversity of media channels for marketing and advertising is creating greater focus and importance on packaging design.

This report provides an overview of how packaging is used in food and drinks products to enhance brand perceptions and value. It provides an in-depth analysis of current and emerging trends and strategies for enhancing brands through packaging.

Key features of this report

- Defines what brand enhancement is and how it contributes to brand identity, the nature and role of packaging and identifies the drivers of packaging innovation.
- Explores how structure and functional features of packaging are used to enhance the brand, including: Creating distinctive and defensible characteristics.
- Enhanced safety, handling and product delivery, storage and consumer involvement.
- Enhanced convenience e.g. utilising new microwave technologies.
- Explores how surface design is used to enhance brand communication and appeal - demonstrating the use of logos and brand marks, typography, colour, photography, illustration, pattern, textures and finish.
- 10 case studies to provide learning from superbrands and illustrated examples of how packaging has been re-designed to strengthen brand communication and appeal. Superbrands: Coca-cola, Babybel, Nutella, Frito Lay, Kohinoor basmati rice. Re-design case studies: Dorset cereals, Silver Hills Bakery, The Fruit Lab, The Yorkshire Provender
- Examines challenges and innovations in 'green packaging'
- Explores the trends in food and drink reflected in packaging, with illustrated examples in : Super indulgence; Provenance and traceability; Artisan/homemade; Natural convenience; Celebrity endorsement; Limited edition; Interesting basics.
- Over 60 illustrated examples of packaging from around the world.

Key benefits from reading this report

- Understand how packaging materials and features can improve the functional performance of packaging.
- Gain an understanding of packaging architecture and the different tools available to designers to create distinctive brand identity and defensible properties in packaging.
- Understand how packaging design contributes to the aesthetics and emotion of brand identity.

- Learn how food and drink brands are using different strategies to connect with consumers, including - from reflecting increasing consumer interest in the source and content of products, to the use of limited editions and celebrity endorsement.
- Inform how brand enhancement demands consideration of the different factors that impact on packaging, including: consumer needs, cultural trends, manufacturing processes, retail requirements, environmental and ethical considerations and EU legislation.
- Identify the areas of focus for brand enhancement amongst industry executives.
- This report provides highly visual case studies and illustrations to show how packaging design has been used by different brands to enhance their communication and performance. Prompt and inspire your marketing and NPD teams with ideas from around the world.

Key findings of this report

Effective pack design creates packaging that reflects and enhances consumer perception of the brand; goes beyond the purely functional and practical; and creates an identity that is memorable, meaningful, differentiated, authentic, consistent, sustainable, flexible and adds value.

Design for brand enhancement demands consideration of brand communication, consumer needs, the context in which the product is sold, category norms, brand guidelines and constraints, potential pack structure or format and surface design.

Packaging is one part of the marketing mix. Examining the global superbrands demonstrates how packaging is an integral part of branding and enhances the brand experience.

Out of all innovative product launches in food and drink, 68% are driven by product formulation and 15% by packaging benefit. Packaging design contributes to both the aesthetics and emotion of brand identity and the functional aspects of product usability. However, the focus of brand owners tends to be on delivering brand identity and impact and differentiating from consumers. Enhancements to improve functionality are secondary.

Consumers tend to be unaware of the various roles packaging plays in containing, protecting, communicating and enabling easy use, though to reducing environmental impact. Research has shown that aesthetic appeal is most important to consumers, followed by food safety and convenience, and then ethics and recyclability.

In crowded or mature markets, sophisticated imagery can be used on pack to reflect consumer lifestyle and connect with consumers on a different level, above and beyond the product. In the future, brand enhancement through packaging will continue to evolve in response to politically imposed requirements and changing lifestyles and cultural trends.

Key questions answered by this report

- What are the different roles of packaging?
- What is brand enhancement?
- What are the different considerations in creating brand identity and packaging?
- How does packaging enhance the brand?
- What are the drivers of packaging innovation?
- What are the ethical and environmental factors that impact on packaging development?
- What consumer needs, behaviour and lifestyle factors are driving change in products and packaging?
- What tools are used to enhance brands through packaging?
- How is color, typography, photography, illustration, pattern, texture and finish used to enhance brands?
- How can pack structure be used to create a distinctive brand identity?
- How do functional pack features enhance brand perceptions and value?

- How can I improve product delivery, usability and storage through packaging design?
- How does packaging format influence product perceptions.
- How can I optimise product visibility in my packaging to maximise consumer appeal?
- What are the new ways of delivering convenience to consumers?
- How is packaging technology influencing how we prepare food?
- How can consumer involvement in packaging grow my brand?
- How are the global superbrands enhancing their brands through packaging.
- How are smaller brand players using packaging to enhance their brands
- How are supermarkets/retailers using design to brand their own label product ranges?
- What are the key consumer trends in food and drink and how are brands enhancing their packaging to reflect these?
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