

Packaging

Packaging makes your brand's experience more meaningful and effective in motivating consumers. It's a distinct moment for your customer to connect with your brand, making it one of the best investments for your business.

Design

Packaging is often described as the last five seconds of marketing, as it's the most direct marketing experience a customer has with your product before using it. Effective products have packaging that supports the fit, function, containment, protection and interaction with the product.

To develop and design great packaging, define the impact you want it to have on customers. Delivering your product to customers as intended, catching their eyes on the shelf, how it opens and closes – these are all important considerations. Page two includes a sample list of questions to ask yourself about your packaging.

Moments of Truth

There are three distinct "moments of truth" to consider for how your packaging makes an impact on customers

FIRST MOMENT OF TRUTH: CUSTOMER SEES PACKAGING

Whether on a store shelf or online, on average, you have about two seconds to get a customer's attention. Your packaging has to get noticed to be chosen and you need to be able to tell customers what it is quickly. Ask yourself what you want the customer to see (e.g., shape, name, color cues).

SECOND MOMENT OF TRUTH: CUSTOMER INTERACTS WITH PACKAGING

After purchasing your product, customers will need to open it, dispense the product, store it and then decide what to do with it when it's empty. Think about these interactions and how you expect customers to complete them; too much friction can become points of frustration that impacts the product experience, and possibly, the overall brand.

THIRD MOMENT OF TRUTH: CUSTOMER FORMS OPINION OF BRAND, PRODUCT AND PACKAGE

After using a product, customers form an opinion of the overall product, package and brand experience. The strength of this opinion, good and bad, influences their own future decision making and how they'll share it with family, friends and others. Your goal is to create a positive experience for customers that encourages them to recommend the product to others.

Effectiveness starts with your packaging. It can enhance the product experience and help customers build loyalty to your brand. Spend the time to really think: what kind of impact do you want your packaging to have on your customers? If you can answer that question, you are on the right track!



Design Question Examples

- What does the package need to do to protect your product?
- What size should the package be? Does it need to fit into any special spaces?
- How much do you want to invest in your packaging?
- What image do you want to create and present to your consumer?
- Do you want to use photographs on your package?
- How can your package bring your brand and product to life?
- Where is your product going to show up? On a retail shelf or online?
- What category is your product in? Are there any conventions of the category you should follow? Or should you break them?
- How does the consumer shop that category?
- How are they deciding to buy?
- What are the top things they are looking for in terms of?
 - Size
 - Claims
 - Brand
 - Usage need
- What can go wrong with your product? Will there be damage and can it retain flavor and texture? Maintain the color and aroma?
- How will your product be shipped and delivered?
- Do you want to provide tamper evidence?
- What other products are your consumers looking at to compare to yours?
- How will your consumer use the product?
- Who will be using your product?
- Where and when will it be used?
- What do you want your consumer to do when your package is empty?
- How will you be filling your packaging? What kind of equipment do they use and how does that impact your options?