



best practices whitepaper: 6 tips for standout package design



Standout product packaging sells. In fact, packaging is one of the few marketing components with which every potential customer interacts, and it's one of the most important factors in consumer purchasing decisions. With nearly 76 percent of purchasing decisions being made at the point of purchase, a product's packaging design must immediately connect with shoppers and stand out from the competition. How can you help ensure that your product lands in consumers' carts? Here are six steps for standout packaging design.



1 START WITH BUSINESS AND BRAND GOALS

The best packaging extends directly from business and brand goals. Packaging can add perceived value to a premium product and increase its margins. It can also stir interest in an established brand or help a new brand burst on the scene. To achieve the highest return on your investment, review your packaging strategy regularly.

2 MAP YOUR CHANNELS

To manage product channels well, you should analyze your competition, your distribution channels, and your performance in those channels. Shoppers behave differently in each channel, and you should customize packaging accordingly. View retailers as partners and understand their needs so you can improve sales by installing in-store branded point-of-purchase displays.

3 SEND A STRONG MESSAGE

Use your packaging to convey clear and compelling value. Emphasize your message by customizing it for different age groups. For example, younger consumers are often drawn to price discounts, while older generations tend to prefer detailed product information.¹ Keep your message simple. Consumers get lost if packages include more than 3 messages.

4 DESIGN TO ENGAGE YOUR AUDIENCE

Does your packaging rise above the noise? Nine out of 10 shoppers make in-store purchases impulsively, according to a recent study.² Capitalize on this impulse by knowing your customers – their motivations, attitudes, and patterns. Use this insight to improve your packaging design.

5 DRIVE YOUR MESSAGE HOME

A package's front panel needs to capture shoppers' attention and immediately connect with them. The rest of the package helps close the sale, so use these areas to support your main message. Also important are the package's structure and functionality as well as if it aligns with consumer concerns (e.g., environmental sustainability).

6 BE CONSISTENT

Brand consistency is key to building awareness, equity, and loyal customers. Your package should tie its color, imagery, typography, and shape back to your brand. Partnering with a trusted, experienced vendor can help you achieve this goal in a cost-efficient manner.

Sources:

1. http://www.millerzell.com/wp-content/uploads/2012/03/mz_capturing_shoppers.pdf
2. http://www.nypost.com/p/news/business/impulse_buying_has_its_price_OjUwwSiLE4fHQROkE6iyUL

judge a product by its cover

As the face of your brand, a product's packaging needs to speak to consumers. To achieve this goal, you should first consider all package objectives and requirements and consult customers, your sales team, and retailers. You also need to know customers well, modify packaging to fit different channels, and keep the message simple. To close the sale, use all aspects of a package – its structure, functionality, and environmental impact.

about innerworkings, inc.

InnerWorkings, Inc. (NASDAQ: INWK) is the leading global marketing execution firm serving Fortune 500 brands across a wide range of industries. As a comprehensive outsourced enterprise solution, the company leverages proprietary technology, an extensive supplier network, and deep domain expertise to streamline the production of branded materials and retail experiences across geographies and formats. InnerWorkings is based in Chicago, Ill., employs approximately 1,500 individuals, and maintains 67 global offices in 30 countries. Among the many industries InnerWorkings serves are: retail, financial services, hospitality, consumer packaged goods, not-for-profits, healthcare, food & beverage, broadcasting & cable, and transportation. For more information visit: www.inwk.com.