6 PRINCIPLES OF PACKAGING DESIGN

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FEELING
PEAKY.

Packaging is often the first touch point of a brand and product. Packaging is one of the most effective ways to make your brand stand out. It attracts customers, promotes brand loyalty and can resonate with customers own values.

To be a successful packaging design it must express a distinctive point of view. With 70% of purchase decisions made in-store, products only have a 2–3 second window to engage the consumer. Making distinctive packaging and getting your product noticed is a must or you run the risk of a product that blends in rather than get noticed.

1. Discovery

Reviewing your competitor set and market, gaining an understanding of where you are and where you want to be is imperative. Considerations of strategy, positioning, values, distribution channels as well as personality all add to the discovery process.

2. Keep it simple

Who am I?
What am I?
Why am I revelant to you?

Focusing on these 3 questions allows you to communicate the essence of the proposition. By keeping the package design simple and visually distinctive you don't compromise legibility with overly complicated messages. Be distinctive, be different so as to stand out from the myriad of competitors. Using shape to differenciate your brand is one way to distinguish yourself from competitors.

3. Emotional engagement

Creating a look and feel to the packaging by choosing the right palette of colours, typography, cues and imagery, when combined well these create a mood and a visual language which attracts an audience. This creates a feeling of desirability which appeals to the customers emotional triggers, these are often irrational or subconscious. You don't exactly know why you felt drawn to the product, it just felt right. These sensory cues affect the primal part of our brain resulting in an emotive response where the customer purchases the product.

4. Honesty

Delivering authenticity and honesty in branding is essential as it reflects the core values associated with the product. Communication should be truthful and transparent. If you mislead an audience by depicting a product that is better than it actually is you will disappoint the consumer and lead to poor sales.
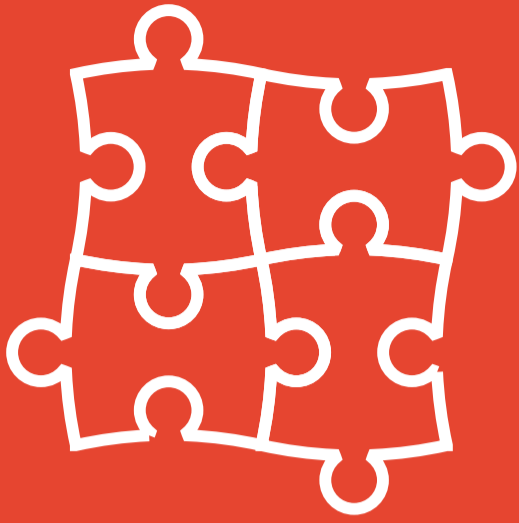
5. Extensibility

Always allow for product expansion and growth. A product packaging design should accommodate new additions/variations to the range. Future proofing the designs allows you to accommodate this salient need.

6. Repeat sale

A good package design where all the individual components work harmoniously encourages a repeat sale.

Contact us

How can we help? Get in touch now...

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