# **Packaging Desing**

Prepared By: Andrew Scott-Jester

## **Current Packaging:**

## Uses a picture of a cacao bean which alludes to the high-quality and high cacao content of the chocolate.

## Uses a minimalist design which is common among high-quality products.

## Says on the back that it is a product from Costa Rica, which is appealing to people that prefer chocolate from Central America.

## **Package Redesign:**

1. Should add something about how the chocolate is produced using fair labor practices.
   1. This can be done by putting a fair-trade logo on the packaging. Many other chocolate companies will even get certified by an agency like Fairtrade International and put their certification on their product.
2. Should add that the packaging is produced sustainably using the byproducts of producing the chocolate.
   1. This can be done in a similar way to the fair-trade logo. OMC can add a line of text stating: “This package was created using waste from making the chocolate” or OMC can add a recycling logo.
3. Should add that OMC is a family business that is operated from farm to point of sale, and they only use their own produced cacao.
   1. This can be put on a card inside the chocolate bar. On the card the story of how OMC grew from a family farm to a farm to shelf chocolate producer. This way customers can read about the company and feel more connected to it while eating the chocolate. OMC can also add a short line on the front of the package stating “family owned” as many customers prefer to purchase from family businesses instead of large corporations.

## **Company Story:**

It is important to include the company story in the packaging because it will make customers feel more connected to the company. If customers feel closer to the company, they are more likely to make more purchases and keep reusing the product. Also, people tend to prefer supporting small family businesses rather than large corporations like Hershey Chocolate.