

Packaging Thoughts

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Most common reasons to alter or create new packaging

Stagnant Sales

- Product and/or category introduction
- Specialty sets, value sets, combos, holiday/event

In the instance of stagnant sales, we must ask the following questions

- 1 – Do I know what my customers think?
- 2 – Does the front of my package offer an answer to the pain-point of my potential customer?
- 3 – Does my package highlight my product's value?
- 4 – What is the first focus point of the front of my package and is this first impression what I want for my product?
- 5 – Am I overcomplicating my product and/or service?

Do I know what my customers think?

- Have I surveyed end-users?
 - Do they have suggestions or comments?
 - Website
 - Email blasts
 - Contests (be the face of etc.)
- Have I surveyed retailers?
 - Do they have suggestions or comments?
 - Is the message clear?
 - Do they have questions?
 - Do they need additional tools outside of the package?
 - Take-aways
 - Spec sheets
 - Training

Does the *front* of my package offer an answer to the pain-point of my potential customer?

- Does the USP, unique selling proposition, or the product/category positioning statement assist with this question?
 - “XXXX will do XXXX”
 - “As easy as 1,2,3”
 - “A true XXXX experience”

Does my package highlight my product's value?

- Packaging color pallet
 - Differentiation from competitors?
 - Pop? Interest?
- Packaging weight
 - Thickness?
- 5th panel, unique closures, die-cut
 - Uniqueness?
- Spot colors, varnish, tactile interests
 - Touch/feel desire to collect?

What is the first focal point of the front of my package and is this first impression what I want for my product?

- Is the product the first focal point?
 - If so, do my clients understand it?
 - Is my product well known enough as to gain an immediate understanding of it's function?
- Is it a model?
 - Is the model using the product?
 - Are there assumptions of usage?
- Is it copy?
 - Does it speak correctly to everyone that will use the product?
 - Is it easily readable? (as in color/font type)

Am I overcomplicating my product and/or service?

- With just seconds to grab the interest of a potential buyer on shelf and less than a minute of package review in hand, one must ask with following questions....
 - Am I overcomplicating my message?
 - Am I using all available space? Does this infer insecurities with the product?
 - If testimonials are used on the package, do they matter to the intended target? Should they be changed.
 - Am I correctly cross-selling other products and/or services as well as stating clear visibility to where these products can be purchased? (website, authorized dealers etc.)

In the instance of a new product release or category introduction, we must ask the following packaging questions

- After standard considerations of existing packaging
 - What or how much shelf real-estate can we use to sell our product?
 - Is the new product in line with the current product line up?
 - Can the new product stand by itself or must it be used with any other product and/or service we offer?
 - Does the new product serve all levels of customer or only a select few?

What or how much shelf real-estate can we use to sell our product?

- Are the retailers “in” on the new product?
- Where will the product be sold? (location)
- Does the product require a true box package or are other avenue’s available such as carriers, j-hook, vac-form trays, paper wraps, etc?
- Do we have the availability to create a self contained display showcasing all products available? (Great cross-sell)

Is the new product in line with the current product line up?

- Is it the same brand?
 - Yes
 - Match existing package look/feel
 - No
 - Will it require a spin to connect?
 - Will it require a brand new look/feel?

Can the new product stand by itself or must it be used with any other product and/or service we offer?

- Stand alone product package
 - Benefits of use alone?
 - Benefits of use with the remainder of line?
- Product must be used with current line to be of use to customer
 - New package of existing line with value added product notice
 - Old package sale, markdown, bundle deal

Does the new product serve all levels of customer or only a select few?

- Does the new product create a separate unique segment?
 - Professional use only?
 - Home use only?
 - Will specialized unique messaged packaging be needed to fully understand the segmented use?

Specialty sets, value sets, combos, holiday/event

- Limited time bundle offers
 - Promos
 - Percentage off
 - Buy one get one
- Holiday
 - Mothers Day
 - Valentines Day
 - Winter – major holiday (free gift with)
 - Spring – get ready for summer
 - Fall - back to school? (i.e. college or class reunion?)

True packaging production steps

- Deliverable timeline – production schedule
- Sales brief (i.e. need, sell in)
- Branding / marketing brief of product(s)
- Branding / marketing brief of packaging
- Check list needed on packaging
 - Logos, names, legal, steps, messaging (steps, usage, objectives) UPC, QR code, photography, cross sell, specialty coding, patent numbers, company sign-off, battery info, hazards info, made in, recycle or other icons, website, age limitations, FDA or US packaging requirements, ingredient listings etc.
- Inserts – brochures – extra internal collateral - DVDs
- Graphic layout – early stages – concept & buy-off
- Photography – product beauty shots - model pick – photographer - locations etc.
- Obtaining available real-estate space - planogram
- Configure final BOM in package as well as COG against MSRP
- Sampling packaging requests to potential vendors based on concept
- White package sampling, MOQ, and internal approvals
- Graphic development and internal approvals
- Graphic delivery to vendor
- Package proofs and approvals
- Master pack quantities
- Master pack requirements (copy / shippers etc.)
- Fulfillment and logistics

In closing

- All organizations have their own unique way of producing products, services, collateral, and packaging. Due to this fact, I have chosen to use general statements throughout this document.

Thank you for your time

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