

# Packaging Blurbs:

## **Project Orientation/ Kick-Off**

Team collaboration is essential to the packaging process. Therefore, the project launches with an orientation meeting that introduces the entire team to the brand, the product, the targeted consumer and the overall idea of the packaging endeavor. Specific tasks and objectives are assigned to team members and overall team goals are decided in order to ensure a successful process.

## **Conduct Research and Consumer Insights**

Research provides a profound understanding of the consumer and brings direction to the packaging strategy. Moxie Sozo's Research and Strategy Team will step into the marketing environment where the brand resides in order to truly understand all aspects of the brand and the consumer without biases. Our in-depth research will include the following aspects: 1) Understanding the various contexts that the packaging will live in 2) Creating measurable objectives that will define our methods and set the context for the rest of the process 3) Conducting field interviews with open-ended questions that will provide valuable insight about the packaging and its performance 4) Testing the package in order to understand how the greater population will respond.

## **Ideation and Brainstorming**

The Moxie Sozo team conducts ideation and brainstorming sessions in order to come up with feasible, effective and creative packaging ideas that achieve the brand's goals. These sessions allow the Creative Team to develop an array of packaging directions aimed toward a specific solution that can be further developed throughout the following steps.

## **Complete Photography**

The Team works with a photographer and stylist in order to get the perfect shot. The client and the Moxie Sozo Creative Team will review and alter the proofs until the final design is chosen.

## **Creating Standards and/or Style Packaging Guides**

Packaging guidelines provide protection for your packaging design and brand. The style packaging guides will include all of the components that are not included in the corporate branding guidelines. The extent of this guide will depend on the significance of the brand as an asset to the corporation and the number of products in the product line.

### **Possible Side Bars/ Additions**

- *Globalization:* As global culture continues to fluctuate, we understand that packaging may have a different meaning in another part of the world. We look past our own borders in order to appreciate the perspectives of others. Our team researches all aspects of the packaging in relation to each necessary country or region. With this research, we are able to avoid the negative impact of cultural biases. Since we understand that there are worldly responsibilities, we reap worldly rewards.
- *The Extraordinary Factor:* At Moxie Sozo, we strive to achieve the Extraordinary Factor. For a package design to embody this it must: connect with the consumer on an emotional level, raise awareness within the category, immediately stand out against other packaging, engage the consumer on multiple levels, be innovative in its methods, and complement the product with ease.
- *Packaging Preferences:* With so many available options, brands only have a limited number of seconds to attract the consumer. Once the buyer is within the brand's retail space, it is essential for the package to inspire sales. The package has the dual role of bringing the product to the buyer and bringing the buyer to the brand. In order for the design to affect consumers' preferences, the package must be eye-catching, create the idea that the product is superior to its competition, and connect with the five senses.
- *Working with Big Brands vs. Small Brands:* The packaging for big and small brands is essentially the same but there are notable differences. It is difficult to work with larger brands because they already have established brand personas and loyalties. Truly comprehending consumer insights are applicable to both large and small brands, but are especially vital to larger brands in order to understand brand equity. Smaller brands have a lot more flexibility when it comes to positioning and facilitating changes. They also manufacture lower quantities, meaning higher prices per packaging unit. The bigger brands have relatively low package costs because of the massive quantities that are required.
- *How Consumers Absorb Information:* It is important to understand what is going through an individual's mind while making a purchase in order to create a package that will compel the consumer to buying your brand. Research suggests that there are five stages in the behaviors of the consumer: 1) The consumer has a need that can be fulfilled with a purchase 2) The consumer revels through many different options and makes a buying decision based on recommendations, brand perception, past interactions with the brand or product, and the influence of sales associates. 3) The individual assesses all of

the options in order to ensure the correct decision. 4) The consumer then buys the product based on the value of the product and brand. 5) Post-purchase, the consumer is content with the product's value or it does not satisfy the original need.

- *Innovation: Born from Art and Science:* While it seems that globalization and profit are the main factors behind innovation, reclassifying the brand category through art and design can also inspire innovation. The designer and client need to collaborate in order to create a package that fuses left and right brain synergy. In order to develop a connection that produces unique innovation, the Moxie Sozo Team elicits the following: promoting teamwork, emphasizing communication, eliminating all biases, realizing and utilizing all team member's strengths, and by making bold decisions that are outside of the box.
- *The Functions of Packaging:* There are six reasons why packaging exists and are inherent to companies and consumers alike. These six reasons also act as a guide as to what the packaging must accomplish: 1) The packaging must act as a container for the product. Packaging needs to meet the demand for containing the product in a safe and effective way. 2) Packaging also needs to provide safety from outside to both consumers and manufacturers. 3) Packages must provide a defense from outside factors based on the type of product that it is. 4) The package must be easy to use and easily accessible by the targeted consumer. 5) The packaging needs to provide the consumer with necessary information about the product including what the product entails, how and how not to interact with it and when to utilize it. 6) It is essential that the package connects with the consumer on an emotional level.