



Brand Messaging and Communications

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Pod 4

- Packaging



Packaging

- Can influence at the point of purchase
- Can have a continuing influence at the point of consumption
- Multiple objectives:
 - Identify
 - Present information (descriptive and persuasive)
 - Protect and allow transportation
 - Store
 - Aid consumption



Creating Impactful Packaging

- Understand that package aesthetics and function are both critical
 - The package has to grab consumers' attention in a sea of competing messages
 - But it also has to work well so that consumers will buy again.
- Know your distribution channels
 - How do retailers view your package?
 - How are channels changing?
 - Which retailers like which package configurations?