What is ?

PACKAGING DESIGN ?

Packaging design is a stylized form of functionalism, function focuses on carrying, protecting, and presenting the product.

Style creates desire for the product within, delivers on the brand promise, and enriches the user experiences at every interaction. It also plays a very vital role in the consumers remembering the brand & its products.



packaging Design is

VISUAL IDENTITY IN A SPLIT SECOND

how should this package represent your brand ?

What's your brands personality ? This can be conveyed through colours, fonts and textures. Good design uses there elements to convey a brand's story. whether it's a box or a bottle, make it stand out with a unique silhouette. Consider metallic foil stamp, embossing or varnishes.

What types of materials are you going to use ?

how durable does this packaging have to be? How long does this package have to stay intact before consumer use? plastic, aluminium, glass and paper/board. Sustainability also means using the least amount of material keeping the product in mind.

PACKAGING

is the technology of enclosing or protecting products for distribution, storage sale and use. Packaging also refers to the process of designing, and producing packages.

IT CAN ALSO BE DESCRIBED AS A COORDINATED SYSTEM OF PREPARING THE GOODS/PRODUCTS FOR transport, warehousing, logistics, Sale and end use.

Packaging containts, protects

- PROTECTS.
- PRESERVES.
- TRANSPORTS.
- INFORMS.
- REMINDS.
- AND SELLS.

Why packaging matters?

PACKAGING IS AN ELEMENT OF THE BUYING EXPERIENCE THAT MOST CONSUMERS PROBABLY DONT SPEND A WHOLE LOT OF TIME THINKING ABOUT.

When they do think about it, its often because its either really effective at catching their eye or meeting their needs or because they can't figure out how to open something or they become frustrated with unclear instructions on the use of a product.

Most brands spend a great deal of time and money considering how a product is presented to its consumers in order to appeal to their senses, safeguard their purchase and protect them from harm.

broadly speaking, packaging

MATTERS BECAUSE IT SERVES MANY PURPOSES, BOTH PRACTICAL AND AESTHETIC:

[PHYSICAL PROTECTION] Packaging can protect products from mechanical shock, vibration, electrostatic discharge, temperature changes and a whole slew of other things that can occur between manufacture and purchase.

[BARRIER PROTECTION] Especially when perishable items are concerned, packaging protects the product from oxygen, water vapor and moisture dust, insects, germs, moulds and other elements.

[PORTION CONTROL] Single serving or single dosage packaging has a precise amount of contents to control usage. Bulk commodities such as salt can be divided into packages that are more suitable size for household individuals. It also aids in the control of inventory.

Impressive packaging

CAN BE ACHIEVED THROUGH THE FOLLOWING

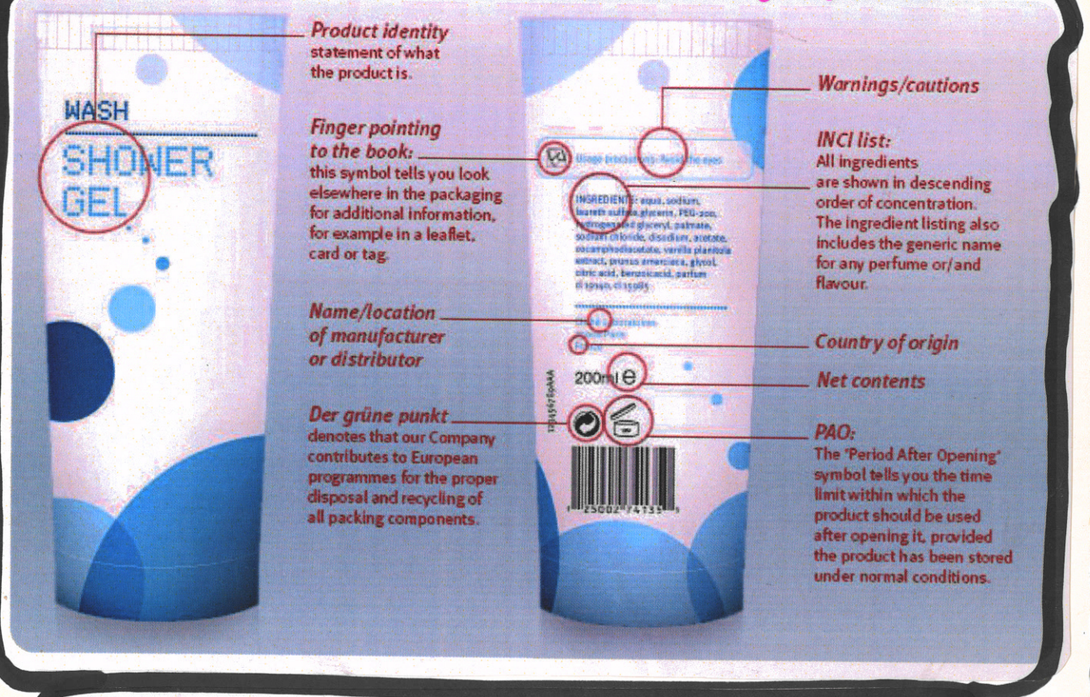
1. Icons, text, colours extra should be used to reflect a brand's personality
2. Packaging should offer consumes an experience.
3. Adopting to sustainable form of Packaging according to product
4. Providing a special quality & amazing experiance.
5. Being simple but crafty & creative helps alot.
6. Make it stacable & also stockable, make sure it serves the purpose well

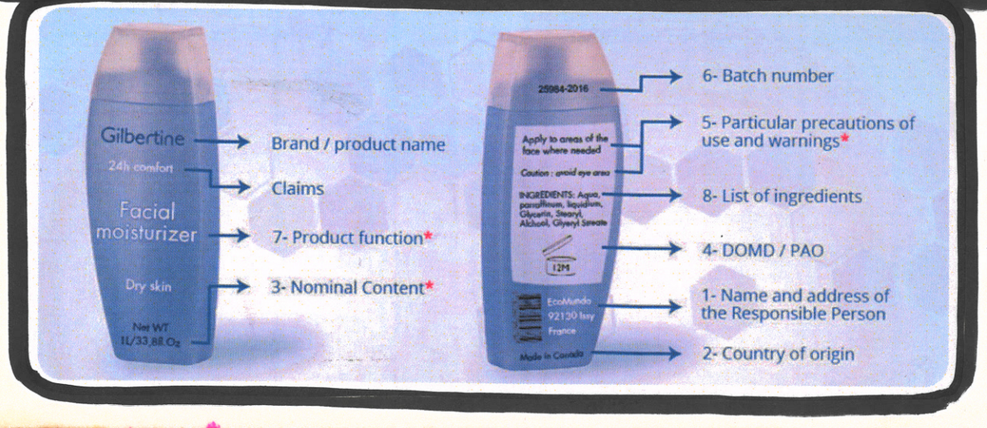
① FIT YOUR BRAND & CUSTOMER
② SELL AND TELL
③ CHOOSE COLOURS & FONTS CAREFULLY
④ BE HONEST
⑤ FIT THE PACKAGE TO THE PRODUCT
⑥ MAKE IT USER FRIENDLY
⑦ CONSIDER THE ENVIRONMENT & BE ECO FRIENDLY
⑧ PRESERVE AND PROTECT

TOP EIGHT TIPS FOR EFFECTIVE *packaging Design!*

Decoding a Simple Package Design

Basic beauty product Packaging





Food Packaging label.

A – The serving size is the first thing stated on a Nutrition Facts Table. This is the recommended amount to be eaten to gain the nutrition indicated on the label. Do not be confused into thinking that by eating the *entire* contents of the box that you will only be consuming 160 calories. The nutrition breakdown on a label is based upon *a single serving*, not the entire package.

C – This shows how many calories are provided in one serving of the food. Note that the calories differ if you eat the cereal alone and when you have it with milk. Pay attention to the fact that the package suggests that in order to consume *only* 160 calories, the cereal must be consumed with fat-free milk. The calories and nutrient content would change if you were to have it with whole milk or 2% milk.

F – This indicates a breakdown of the nutrients that's contained in each serving of the food. Manufactures are required by law to provide information on certain nutrients, those that are mandatory, and others that the manufacturers may choose to include. The nutrients must appear in a specific order and nutrients that are required to be on a label were selected because they address the chronic nutrition-related non-communicable diseases like heart disease, hypertension, and certain types of cancers

H – This is a breakdown of what the product is made up of, including additives. Remember I explained last week that the ingredients are in descending order according to weight. This label tells us that there is more corn in the cereal than whole grain wheat. It is always important to read the list of ingredients particularly if you suffer from allergies or intolerances.

Nutrition Facts

Serving Size ¾ cup (30g) **A**

Servings Per Container about 14 **B**

Amount Per Serving	Cereal	Cereal With ½ cup Fat Free Milk
Calories **C**	120	160
Calories from fat **D**	15	15
		% Daily Value** **E**
Total Fat 1.5g **F**	2%	2%
Saturated Fat 0g	0%	0%
Trans Fat 0g		
Polyunsaturated Fat 0g		
Monounsaturated Fat 1g		
Cholesterol 0mg **F**	0%	0%
Sodium 150 mg **F**	6%	9%
Potassium 60mg **F**	2%	7%
Total Carbohydrate 25g **F**	8%	10%
Dietary Fibre 2g	8%	8%
Sugars 6g		
Other Carbohydrate 17g		
Protein 2g **F**		
VITAMINS & MINERALS **F**		
Vitamin A	15%	20%
Vitamin C	0%	0%
Calcium	0%	15%
Iron	60%	60%
Vitamin D	10%	25%
Thiamin	25%	30%
Riboflavin	25%	35%
Niacin	25%	25%
Vitamin B_6	25%	25%
Folic Acid	50%	50%
Vitamin B_{12}	25%	35%
Phosphorus	4%	15%
Magnesium	4%	8%
Zinc	2%	6%
Copper	2%	2%

Percent Daily Values are based on a 2,000 -calorie diet. **G

INGREDIENTS: corn, whole grain wheat, sugar, whole grain rolled oats, brown sugar, vegetable oil, rice flour, wh eat flour, malted barley flour, salt, rice, corn syrup, honey, corn syrup, caramel colour, artifical flavour, annatto extract (colour), BHT added to packaging material to preserve freshness. **H**

B – This suggests how many servings are in the container. This information is helpful in making decisions when shopping and planning your meals. If you eat two servings at one sitting, you will need to multiply the nutrients twice to know how many calories you are consuming.

D – This shows that of the 160 calories we will consume, 15 of those calories will be from fat. You may ask how come, given that we are having the cereal with fat free milk... well fat free milk is not free of all fat (discussion in column).

E – The information found under this heading - percentage daily value - tells us how much (%) of the key nutrients we will be consuming in one serving compared to the total amount of said nutrients that is recommended we get each day from foods eaten. An easy way to understand it is like this - think of the percentage daily value of nutrients as appearing on a scale of 0% to 100%. According to this label, the percentage of fat we would consume from one serving of this cereal with fat free milk will be 2%, it means we still have 98% of the recommended daily fat allowance to consume from other foods.

G – The percentage daily value for most labels is based on a 2-thousand calorie diet is used only as a *reference*. Each person's dietary needs is different based on a variety of factors, as such, all labels must include a statement that cautions the consumer that the daily values may be higher or lower than 2-thousand calories depending on individual calorie needs.

WHY GOOD PACKAGING Design Matters?

GOOD PACKAGING DESIGN IS A STRONG POWERFUL MARKETING TOOL.



FIRST IMPRESSIONS
Average time it takes to make a good first impression to abuyer

MAKE THOSE SEVEN SECONDS COUNT WITH QUALITY PACKAGING.

AESTHETICS

TYPOGRAPHY

The right typography can provide good readability and choosing a combination of the following factors can give a product the personality you want it to.

FONT
font
COLOUR
SIZE
SIZE
SIZE

COLOUR

Can Contribute
- a positive Image among customers
- a role in memory recall
- Stimulates senses



Colour Indications

ORANGE	fun Vitality childlike gregarious	BLACK Serious bold Powerful classic	WHITE Simplicity Purity Cleanliness
YELLOW	Optimism Positive light	BLUE Trustworthy Dependable Responsible	RED Aggressive Energetic Protection
GREEN	health freshness Serenity wealth	PURPLE Mystery Sophistication Spirituality	PINK Energy Youthfullness fun

&

PRETTY PACKAGING
↓
Sharing On Social Media
↓
Which Means free advertising

Importance of Various

FONTS & COLOURS IN PACKAGING DESIGN.

COLOURS

COLOUR PLAYS A KEY COMPONENT IN THE FUNCTION OF PACKAGING DESIGN.

There are however basic guidelines and rules, such as the psycology of colour, to help Jumpstart on picking the right colours for your designs

before diving in to choosing colours, do you reseach What are the latest trends? what grabs a persons attention

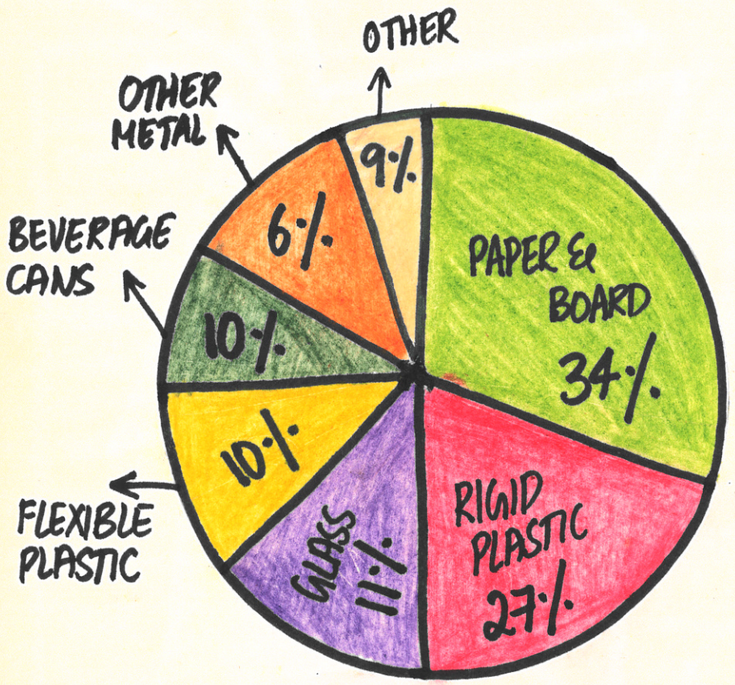
IT IS NOT ABOUT HOW IT LOOKS, ITS ABOUT HOW IT WORKS?

FONTS fonts speak louder than anything else Simple fonts are always better than Complicated Ones on a label package.



packaging materials

MARKET SHARE OF PACKAGING MATERIAL



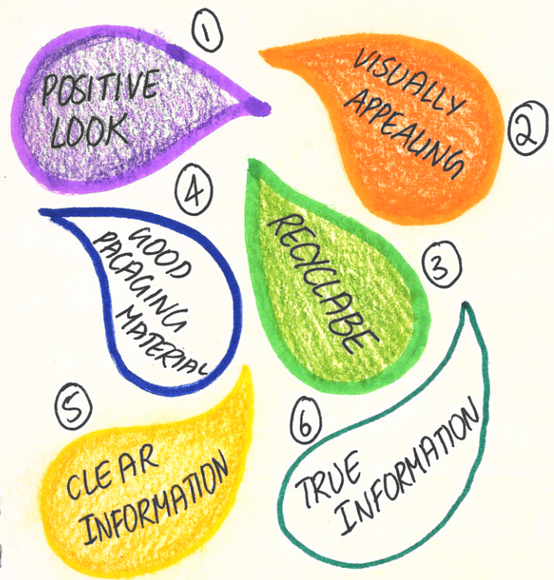
The main purpose of packaging are to hold its contents securly to prevent leakage and breakage to protect the products from diffelent hazards like germs, heat, light, moisture etc.

Importance of packaging MATERIALS.

FUNCTION : The purpose of product packaging is to protect from damage. product packaging not only protects the product during the transit from the manufacturer to the retailer, but it also prevents damage while the product sits on retail shelfs Most products of the similar genre has same packaging material.

What Customers

WANT ON THE PACKAGING ?



Importance of

PACKAGING DESIGN

- Customers are drawn more than anything to products that are visually appealing.
- Customers that are drawn to a Package are bound to remember the brand

packaging Impacts !

PRODUCT SATISFACTION

Only 11% of global Consumers are completely satisfied with packaging today.

CONSUMERS SAY PACKAGING

is almost as important as brand In Influencing overall product satisfaction

IMPORTANT PACKAGING ATTRIBUTES TO CONSUMERS :

80% protecting the product from spilling

45% made from environmentally friendly materials

71% Easy to open

78% making the product easy to get out

Why Study Packaging?

PACKAGING IMPACTS SHOPPING BEHAVIOUR, INFLUENCES PRODUCT SATISFACTION AND MOTIVATES CONSUMERS.

PACKAGING IMPACTS
Shopping behaviours

IN STORE

TRIAL
64% [Tried a product because the package caught their eye on the retail shelf]

REPEAT
41% [Purchased a Product again because of the packaging]

SWITCH
36% [Switched brands because of negative experiences with new packaging]

ONLINE

29% [Researched more information about a product]

20% [became a fan or Joined a page of a brand on Social networks]

22% [Wrote an online review that mentions packaging]

18% [Posted Something about a product on Social media]

BECAUSE OF PACKAGING

59% [HIGHEST COMPARED TO OTHER COUNTRIES]

India and South Africa express the highest satisfaction with product Packaging

Types : Commonly Used Packaging Materials In the market.

(1) BI-ORIENTED POLYPROPYLENE (BOPP)

→ It is the most used thumoplastic film
→ Thickness range between 15μ to 40μ
→ It can be transpaunt, opaye, mutalized, lacquered, peauly etc
→ It has lower heat sealing propeties
→ Excellant puintability
→ Used as simple or laminated layer

MOSTLY USED IN :

Snacks, Pastas, chips, dishwash bars, frozen food, food storage (grains, salt, sugai & otheis), bruiscuits, and othu products for homes.



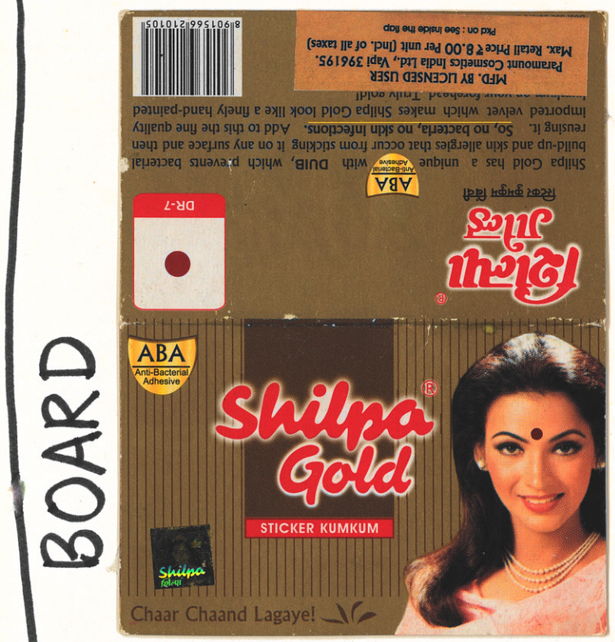
2. PAPER & BOARD

Paper is widely used because it is low cost, holds its shape & easily decoratable. Commercially available paper is predominantly made from cellulose fibre from pulped wood, but can also be made from other sources such as cotton, straw, hemp etc. all are recyclable.

→ Paper tears easiest along the fibres
→ folding is easiest along the fibres
→ fold endurance is greatest across the fibres
→ stiffness is greatest when flexed across the fibres

MOSTLY USED FOR :

Cartons, labels, reflets, tubes, rigid boxes, Pulp packs, Corrugatid Cases.





PAPER

(3) GLASS

Commercially-available glass is made from silica, sodium carbonate and calcium carbonate. Other Componants/Compounds can be added to give Colour, spaukle or heat shock resistance.

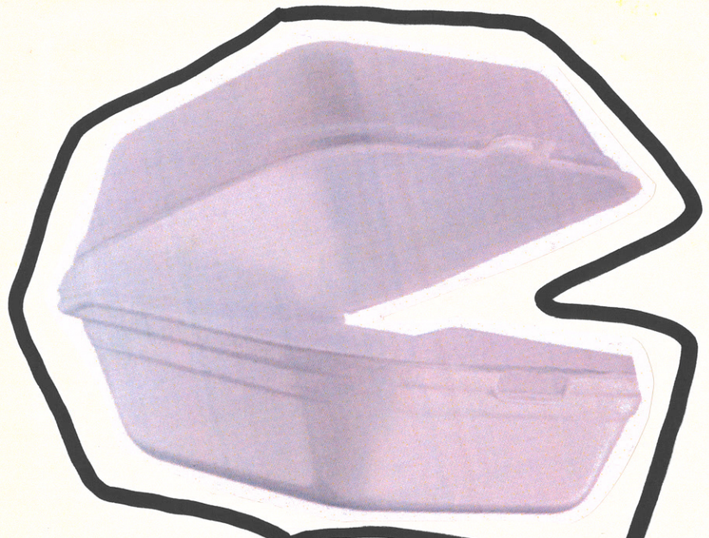
Glass is a popular material because:

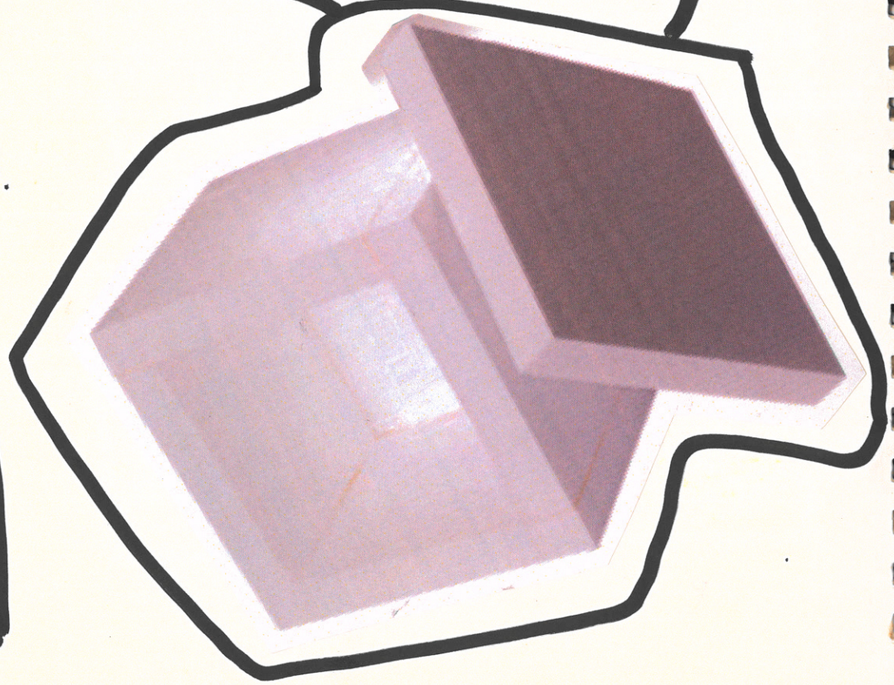
→ Inert
→ Sterilisable
→ Barrier to moisture & gas
→ Pressure resistance to a degree
→ Can be moulded into a variety of shapes
→ Transparant making the product visible
→ Glass is also highly recyclable.

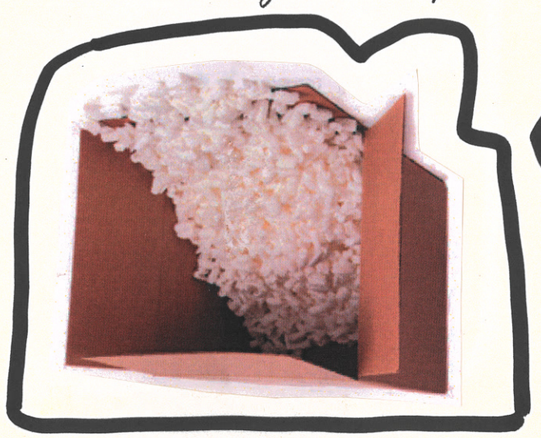


④ FOAM

foam is not as common as other packaging methods, but is used for a variety of household items like furniture, TV's, glass, or anything else that may have sharp edges that could Puncture cardboard & plastic. Even though the foam is the main part to the packaging. Cardboard is normally used after to encase the product and foam so it stays all Compact.







(5) PLASTIC

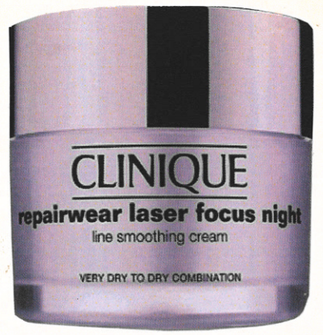
This is the most popular & common packaging Material and also the most difficult to dispose off. The factors common to all plastics are that they are light, strong cheap to manufacture. It is very modubale too.

- → Lightweight
- → Easily mouldable to different shapes
- → Can produce rigid containers or flexible films
- → Can be Impact resistant
- → Directly decorated or labelled
- → Heat Sealable

MOSTLY USED FOR

Beverages, food cointainers, shampoos, liquid home supplies etc.

COSMETIC BOTTLE



BEVERAGE BOTTLE





6 METALS

The metals used in packaging are predominantly tin-plate or aluminium are used to make food and drink cans, aerosal cans etc.

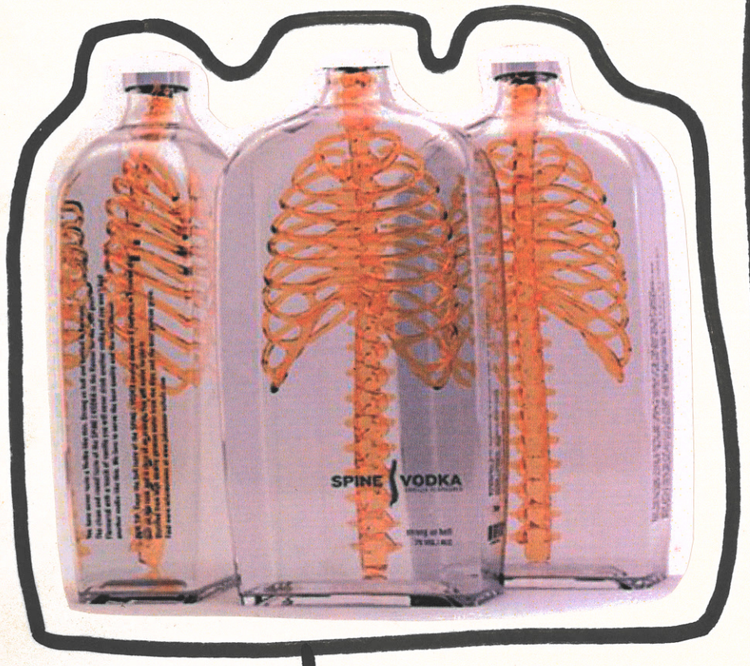
→ Strong and rigid
→ Barrier to gas and moisture
→ Pressure resistant
→ Temperature resistant
→ Directly decorated or labelled

MOSTLY USED FOR

Confitioneuy, chocolate boxes, drink cans, closures, trays, Containers, perfume cans etc.



Examples of GOOD PACKAGING.



SPINE VODKA



BEE BULBS


Simple
Clean & Clear
oil free moisturiser
moisturises without greasiness and helps prevent pimples
Johnson & Johnson
80ml
Herbal essences
body envy
color me happy
OLAY
moisturising cream
SENSITIVE SKIN
Net 100g
VICHY
LABORATOIRES
IMAGE
SKINCARE
MUSQ
Dáma
HAIR TONIC
FOOT TREATMENT
Results from Day 1
Smile, it's simple

packaging for beauty products



BEAUTY PRODUCTS.

MAKEUP PRODUTS, SHMPOOS, LOTIONS, CONDITIONERS, HAIRSTYLING PRODUCTS, OILS, OR ANY PRODUCTS FOR SELF GROOMING OR TO ENHANCE OR ALTER THE APPEARANCE OR FRAGRANCE OF THE BODY.



Marketing
BEAUTY PRODUCTS.

The most important factor in a customers desicion to buy a beauty product its its quality, shelf life and most importantly its packaging.

PACKAGING FACTORS

- HONESTY OF THE INFORMATION OF PRODUCT
- ACCESS TO THE PRODUCT. HOW EASILY DOES IT DISPENSE THE PRODUCT.
- MENTIONING ITS SHELF LIFE MANUFACTURING AND EXPIRY DATES.
- ATRACTIVE PACKAGING DESIGN & SIMPLE.

TODAYS MARKET
Share of beauty Products.

The Indian Cosmetics Industry is defined as skin care, hair care, color cosmetics, frangrances, oils, oralcare segments which stood an estimated $2.5 billion in 2008.

According to a new reseach report, the Indian Cosmetics Industry is expected to witness impressive growth rate in the near future, owing to rising beauty concerns among men & women.

According to a statistis report most women/men pick up a product depending on its easy accesability or THE DESIGN OF THE PRODUCT & IF THE PACKAGING ATRACTS THEM.

Top leading
COMANIES OF INDIA

→ LAKMÉ

Is a leading makeup & grooming brand companies in India. owned by Unilever.



→ REVLON

Is an American cosmetic for skin care, Personal Care, fragrances, etc founded in 1932.



→ MAYBELLINE

is a makeup brand leading in making cosmetic products for pre-teens & teens. and is owned by L'oreal Cosmetics

→ STREETWEAR

Is a young, funky and hip brand which globally is positioned at the young and trend setter audience. Catigenios like makeup & Nail enamels.

→ COLOURBAR

Are one of the makeup leading Desi brands founded in India.

→ MAC - COSMETICS

is a manufactur of cosmetics which was founded in Canada.

THOUGHTS ON
packaging and labelling.

Beautiful multicoloured bottles, jar and tubes are all part of the buying experience when it comes it cosmetics. Product packaging is an essential part of the marketing mix that not only makes the product looked good but helps us in making the right choice as a consumer.

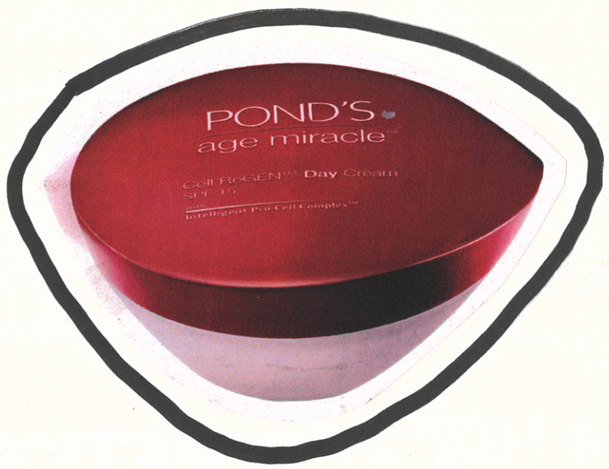
THE CASE OF GARNIER & PONDS.

LAYER 1: On the outmost layer is a plastic film that Coves a Cardboard box. The film is a couse of protection in nature and its the first thing to be dischauged by a consumer

LAYER 2: this cointains the cadboaid box. The cadboaid is printed all the way around on the sides as well as the top and bottom. These boxes adhere to the labelling standards that have been outlined in statutory regulations. In addition, they also have the important tast of maintaing the brands identity with logos, colour and font sizes.

LAYER ONE





LAYER-3 : This cointains either a glass or plastic Jar lid or dispensable bottles depending on the product.

LAYER-4 : Consists of a small flyer or brochure explaining the Ingredients of the product, usage details and other important details about the product that the Consumer needs to Know about.



Few Suggestions

GIVEN BY CONSUMERS FOR PACKAGING.

- **Design for Usability :**
  The new consumers want more Information don't just pander to this need by giving a Sales pitch, give genuine insight so that customers believe you.
- **Waste not :**
  All company websites talk about sustainability So dont use wastefull packaging. So, get more with least waste. use technology and use only what is needed.
- **Web :** More Information about the products and how to use them on the website of the company.

The effect of Cosmetic

PACKAGING ON CONSUMER PERCEPTIONS.

Statement of the problem

In cosmetics many consumers rely on packaging and advertising to draw in buyers. Unless a consumer has previously used a product. Customers form an opinion about the product based on its overall appearance even before looking at the Ingrediants & the price tag.

PRODUCT PACKAGING ACTS AS AN ADVERTISMENT AND AS AN EXTENSION OF THE PRODUCT ITSELF.

Packaging of a product

IS A SILENT **SALESMAN.**

On the shelf, packaging must speak foritself and must relate to the quality of the Product

people always prefer

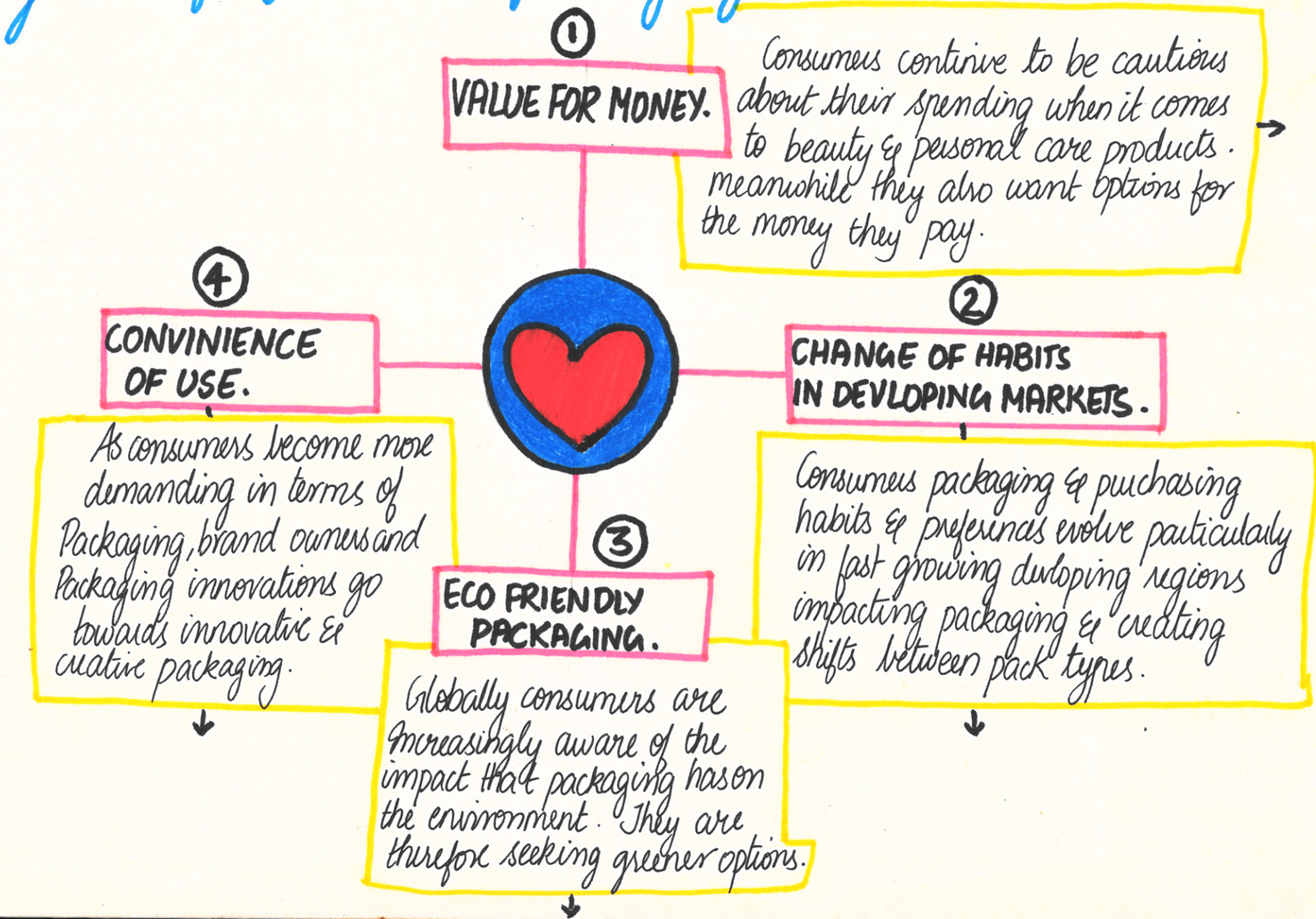
HIGH END PACKAGING

~~**LOW END PACKAGING**~~



4 KEY TRENDS SHAPING

beauty and personal care packaging.



BEAUTY PRODUCT

Soaps

What is a Soap?

→ A Substance used with water for washing or cleaning, Made of a Compound of Natural Oils or fats with Sodium hydroxide or another strong alkali and typically having Perfume & Colour added.



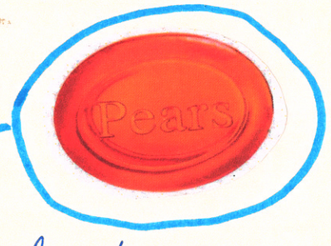
Types of Soaps

GLYCERIN

Glycerin is a component of oil or fat. Any handmade soap contains glycerin. A byproduct of the chemical reation of the soap making proces.

The glycerin is usually separated from the soap to be resold and used in a wide variety of personal care products.

PEAR'S. ←



EXAMPLES : pears, lux, dove, fiama di wills, Santhoor, cinthol etc

COMMERCIAL SOAP

PROS AND CONS OF USING A GLYCERIN SOAP FOR DAILY USE:

PROS	CONS
All Natural, if the manufactures dont add any other substances to it.	Sometimes high content of glycerin can cause skin allugies
Good for sensitive skin & has good moisturizing properties	Doesnt have a fragrance or lather much.
Due to its moisturizing properties it aids in healthy hydrated skin.	Glycerin sometimes added with fragrances can cause breakouts
It also fights skin problems like acne, dry skin.	Can be expensive.

ANTIBACTERIAL

Antibacterial soap is a type of cleaning product which contain chemical ingredients that purportedly assist in killing bacteria. Such chemicals frequently include triclosan, triclocarbon and chloroxylenol.



EXAMPLES : Hamam, lifeboy, himalaya, detol Cuticura, Margo.

COMMERCIAL SOAP.

PROS	CONS
It kills germs, bacteria that causes sickness.	Some tend to apply the product excessively killing natural oils on skin
They are conviniently available It is good for people going outdoors, playing games, pet owners, gardners people who are exposed to germs or bacteria.	It kills good bacteria, It can weeken immune system 99.9% of bacteria killed by them are not haumfull If you are not exposed to good bacteria It can cause Problems.

PROS AND CONS OF USING AN ANTIBACTERIAL SOAP.

Organic SOAPS.

What is Organic Soap ALL ABOUT ?

Organic Soap is one of the latest all natural alternative products thats getting a lot of attention.

ORGANIC SOAP CONTAINS ALL NATURAL PRODUCTS.

If you want to truly use an environmentally-friendly Soap then Organic is the way to go. Since it is not possible to make a soap without lye there is no such soap called 100% organic. But the other Ingrediants will be all Organic & Natural.

IT KEEPS YOUR SKIN HEALTHY AND CHEMICAL FREE.



Why Use an ORGANIC SOAP?

IT MINIMIZES THE AMOUNT OF TOXINS THAT ENTER THE BODY THROUGH SOAP.

Many people have sensitive skin that doesn't respond well to chemically laden soap. By using an organic soap, you might be able to avoid or at least reduce the skin problems that are caused by irriting chemicals. Organic soap contains ingrediants that are not, and have not been produced with, herbicides, chemical fertilizers or pesticides.

Non-Organic soaps usually do not contain Glycerin, So it gives itchy, dry, skin. Organic Soaps do not have any side effects or chemicals and Othersubstiles other than lye that doesnt effect skin in anyway in them.

Ingrediants in an ORGANIC SOAP.

Common Ingrediants found in an Organic soap are

1. ALOE VERA



2. COCONUT OIL



3. OLIVE OIL



4. CITRUS FRUITS



5. BEAUTIFYING FLOWERS



6. MILK



7. SUNFLOWER SEEDS OR PETALS



8. LAVENDER



9. SHEABUTTER



10. SPEARMINT



11. ROSEMARY



12. FRUITS LIKE STRAWBERRIES, POMEGRANATES (JUICE)



Criteria-a soap to BE AN ORGANIC SOAP.

THE USDA's NATIONAL ORGANIC PROGRAM

provides the benchmark, global standard for defining organic. There are three levels of certification.

100% ORGANIC

This means just what the name implies.

ORGANIC

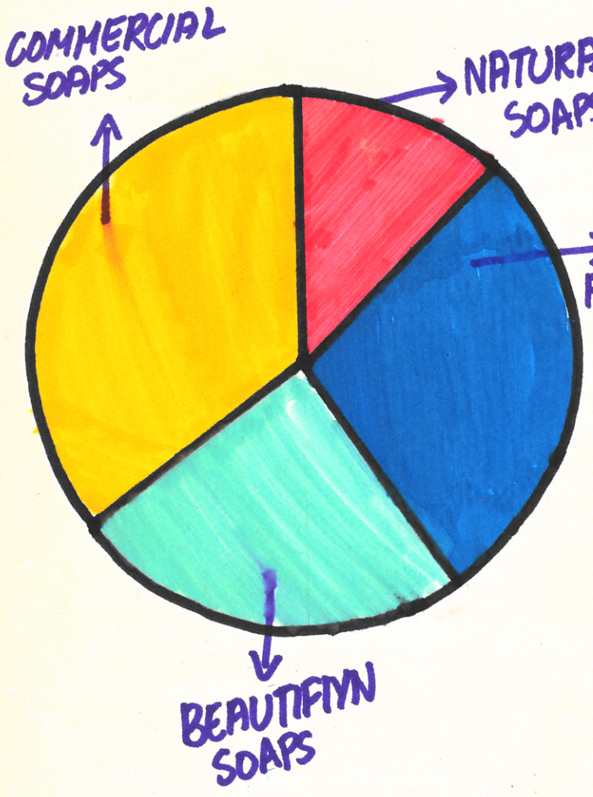
The term organic applies to products that contain a minimum of 95% organic contents by weight. USDA also has a list of ingrediants approved that can be used in organic products.

MADE WITH ORGANIC

It applies to products that contain a minimum of 70% organic content but do not reach the 95% mark. The USDA has determined that 70% is the minimum amount of organic content a product can have and still use the term organic in its labelling & marketing.

Market Share

OF VARIOUS TYPES OF SOAPS.



ACCORDING TO STATISTICS CONDUCTED IN 2015.

Top Selling Soap BRANDS IN INDIA

1) LUX
Commercial

2) REXONA
Commercial

3) DOVE
Commercial

4) HAMAM
Organic

5) PEARS
Commercial

6) MYSORE SANDAL
Commercial

7) BIOTIQUE
Organic

8) FIAMA DI WILLS
Commercial

Organic Soap BRANDS



Other famous BRANDS



Organic Soap VS Commercial Soaps

With these facts, its not suprising that people who make a switch from commucial to Natural Soap almost Immediatly Say they notice a diffuence in their skin and overall health.

By avoiding synthetic Ingrediants like perfumes and chemicals with Organic soap, you are able to boost your overall health and dastically improve your wellbeing.

	ORGANIC	COMMERCIAL
INGREDIANTS	healthy Oils. Essential Oils. Organic & chemical free Ingrediants.	Parabens Pthales Pehochemicals Synthetic Perfumes artificial Colouring.
PRODUCTION	Locally produced, Made with care, handmade.	Mass produced factory made Bulk production
SIDE-EFFECTS	Has No recorded Side effects	Acne Skin allergies dry skin breakouts

Benefits of
USING AN ORGANIC SOAP.

Many people use antibacterial soap because they think it will keep them, and their children, protected from illness & lingering bacteria. However It may supprise you to know that antibacterial soap is not actually all it is advertised to be.

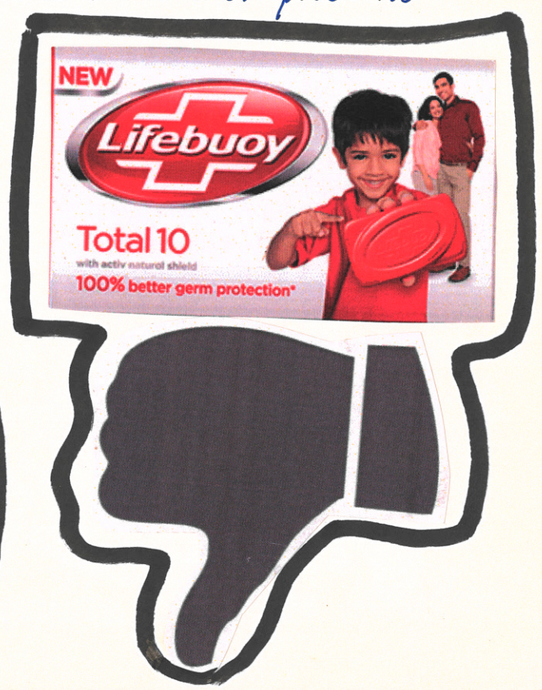
Infact you are better off using natural organic soap with warm water to keep your hands clean & bacteria free.

THE CHEMICALS IN A NON ORGANIC SOAP CAN CAUSE RASHES, IRRITATIONS, ITCHINESS & SORENESS.

Why should you stop using
AN ACTIBACTERIAL SOAP?

The FDA has stated that there is not enough scientific evidence to show that the over the counter antibacterial soap are better at the prevention of illness that plain soap & water. The benefits of antibacterial soap still have not proven and seem to create more problems than Solutions.





benefits OF AN ORGANIC SOAP.

1) MANY ARE CRUELTY-FREE.

This means that none of the ingrediants are tested on animals before they are sold to the public. Many are dermatologically tested on people's skin, checking to make sure that it is suitable for those with sensitive skin.



2) GENTLER ON SKIN

They tend to be much more gentle on the skin. very ideal for those who have sensitive skin and Kids. They moisturize the skin and does not create other problems

3) NO CHEMICALS OR PESTICIDES

Any Organic soap doesn't cointain any chemicals or pesticides. all of the Ingrediants are natural with any plants or herbs grown completely free of pesticedes.



5) INCORPORATE **Green packaging**.

Consumers love sustainable packaging and products. Companies that use 'Green' packaging can leverage their conscious decision with packaging, sales and marketing. Incorporating "Green" packaging aids sales efforts.



6) USE THE **right language**.

What is being said is just as important as how it is displayed. Using the right language is important for effective product packaging designs. The Consumer target audience & sales channels have to be considered when creating the content for packaging designs.



10 THINGS TO REMEMBER Design WITH PRODUCT PACKAGING.

1) KNOW YOUR *Target audience*. For packaging design to be effective and work, designers have to do their due diligence on the target audience. Understanding the Consumer market and desired target audience is Key to creating effective product packaging designs.

2) HAVE THE PRODUCT *Inspire the design*. The product itself should inspire packaging designs. Designs for packaging should incorporate the unique qualities for the product and characteristics. To have packaging that sells, the product itself should be incorporated into the design.

3) MAKE THE *packaging practical*. Packaging form, shape, and size make a difference with consumers and retailers. packaging should be practical, easy to open & use. Designs that are too unique or odd may actually harm the Sales effect. Make packaging practical.

4) KEEP IN MIND *The production*. Many companies do not think about the production part of creating products. Product packaging should not be too complex to produce. Reordering should be possible with easy, ordering layer quantities and also shipping logistics should be considered.

Organic Soap VS Commercial Soaps

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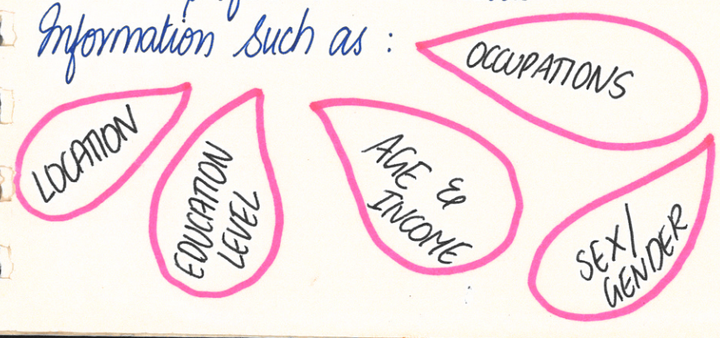
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how to attract TARGET AUDIENCE?

After assesing the needs of a market and divloping a product or service to meet their needs, you have to come up with a plan for distributing your products or services to customers.

1) CREATE A CUSTOMER PROFILE THAT

Outlines demographic and psychographic information about the taget market you want to reach. At minimum your customer profile should include information such as :



2) DETERMINE WHERE YOUR TARGET CUSTOMERS

Get their information from when they're ready to buy products or services. Sources may include television commercials, friends & family, social networking sites, magazines, blogs, forums.

3) PAY ATTENTION TO WHAT TYPES OF ADVERTISING

Your competition uses to attract your taget market, as it may give you indication of how and where you should advertise your products & services and what you should avoid.

4) PAY ALOT OF ATTENTION TO PACKAGING

design, the easy use and the accesability to the product. The labelling and the appearance plays a very important role in grabbing audience attention.

MY BRAND'S COMPETITORS.

1) LUSH

Lush fresh handmade cosmetics is an International cosmetic company. Lush invents its own cosmetics & fragrances, Make them fresh by hand without preservatives. Using only vegeterian Ingredients and tells you when they are made.

What's Unique about them?

→ They have a very unique way of telling its customers about the expiry date. They dont print it on the box Instead leave a white small space that is being filled by the customer after purchasing

The dates are written on chalkboards at the store display because all their products are fresh & made almost everyday, Including the Soaps, Even the packaging are not plastic or non degradable.

→ The products are genially made in the store itself and Sold. This created a trust among people about the Ingredients or the authenticity of the product.

→ Most of the products are left for display without any packaging, for the customus to touch, Smell & then buy it.



SHOP DISPLAY OF THEIR PRODUCTS.

TARGET AUDIENCE :

MOSTLY WOMEN

URBAN AREAS

PEOPLE WHO ARE EDUCATED ABOUT ENVIRONMENT.

THEIR PACKAGING :

Their products are sold in either recyclable paper or 100% post consumer plastic. They can be recycled completely or returned at the LUSH Counters for an added discount on the next purchase you make at the store.

THEIR PACKAGING DESIGNS:



2) THE BODY SHOP

The first store was opened in 1976, end of 1980's they opened almost two shops everymonth. They became famous after launching no animal testing champain. The body shop uses Ingrediants from all over the world forming small communites of farmess growing Ingrediants pesticide free and all Organic.

Whats Unique about them?

— All Natural Ingrediants that are specially groun for the brand itsely

— They are one of the best beauty brands that promote environmental & Organic Issues.

— Does alot of charity work with the money they earn through their products.

TARGET AUDIENCE:

→ Well educated women ages 18-55

→ Well educated men 30-55 with higher Income

→ People living in urban areas, Upper middle class & higher classes

→ Intrusted in ethical & environmentally friendly products

→ Willing to pay more for quality Products & Support the charity done by the Company.

THEIR PACKAGING :

→ They extract harmfull greenhouse gases from the atmosphere to make cointainers and bottle lids for its products.

→ They extract methane that is more haumful to the atmosphere than CO_2. They extract the particles into a solid material known as 'Air Carbon' That can be melted down, dried & than can get shaped into cointainers.

THEIR PACKAGING DESIGNS :

THEIR COMMERCIAL.



3) THE HONEST CO.

The honest company's products are created with non-toxic materials all organic Ingrediants. All their products are complety chemical free. The companys mission was to empower people to live a healthy happy life. They create effective, safe, delighful, accesable, Responsible Products.

TARGET AUDIENCE :

- Affluent, young genration with western valves and qualitative preferences
- People who are environment friendly products users.

BRAND STRATERGY

- Creating high qvality Organic products
- Creating safe and ecofriendly packaging
- Less packaging is more.

THEY ALSO HAVE A STRONG FOLLOWING ON SOCIAL NETWORKING SITES.



My brand

ABOUT

Organic illustration

Its an Organic Soap brand, The Range Consists of
5 ~~pattern~~ Soaps.

Logo DEVLOPMENT.

PURE

Pure

PURE

Pure

PURE

PU
RE

Final Logo :

PURE STUFF.