

Can packaging alter a consumer's shopping behavior? The answer is a resounding YES! Your package has the enviable role as the key interface between your brand and the consumer. The consumer's behavior is dependent on what she believes to be true. In-store, your package informs the consumer's senses, emotions and intellect. How can you help your brand execute flawlessly?

Let's look at each of these human areas for opportunity:

Intellect

While our clients excel at rational decision-making, the consumer's decision process is not as straightforward.

Brand Facts: **What does the consumer know?**

- Are claims competitive and meaningful?
- Does the copy reflect insights that are important to today's consumer?
- Is your message(s) believable and desired by the consumer?

Emotion

Are you capturing the consumer? Emotions drive her shopping behavior . . . ask yourself:

- Does my package reveal an understanding of consumer insights and trends?
- Are my brand's values and story evident? (Brand truths are especially relevant today).
- Is my brand helping the consumer feel good about her selection?
- If I remove my Brand name, would the consumer feel any different about my package than my competitors?

Sensory

There are five senses, but visual and tactile are the most readily available to you at shelf.

Remember, 60% of our brains are involved with vision and imagery.

What does the consumer really see?

- Take photos /do store checks of your brand in as many venues as possible. What does the consumer see as she approaches your brand (from 6 feet and up close)? Is your brand "lost" among competitors?
- Does your brand visually convey what the consumer is looking for? (this might be innovation, appetite appeal, green, etc.)
- Are there any sensory cues that are memorable or compelling?
- Is her first impression of a brand leader or brand follower; are you competitive, clear, understandable, appealing?

Tactile: In her hands

- Does your package shape fit how the product is used and stored?
- Has the substrate been optimized for sustainability?
- Are there substrates being used by competitors or in other categories that might create an advantage (for your brand and for the consumer)?

Conclusion

While price remains a major factor in the decision process, your package is the final 'spokesperson' for your brand.

When the consumer weighs the pros and cons of her purchase decision, a package that balances the sensory, emotional and rational will be most shelf-savvy, as it addresses human needs that convert shoppers into buyers.



For more suggestions on Leadership Packaging, or a complimentary review of your pack's strengths and weaknesses by a Brandesign branding specialist, see contact information below.

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