

CHAPTER 9

THE SECRETS TO SMART “PACKAGING”!

“And the Grinch, with his Grinch-feet ice cold in the snow, stood puzzling and puzzling, how could it be so? It came without ribbons. It came without tags. It came without packages, boxes or bags. And he puzzled and puzzled till his puzzler was sore. Then the Grinch thought of something he hadn’t before. What if Christmas, he thought, doesn’t come from a store. What if Christmas, perhaps, means a little bit more.”

~ Dr. Seuss

Ask Bill Gates about the importance of the right packaging. It gives a product and a company its particular and distinct image. This is another important area of strategic marketing. How you “package” your products and services is how the public will define its impression of those products and services. What is your company’s personality and which market are you trying to attract? What are your primary demographics? Younger? Older? Male? Female? Teenagers? Income Group? Colors are important. So is your overall style.

How does it look from the outside?

Women: Think Tiffany’s...the little blue box that’s synonymous with classy jewelry.

Men: Think Nike...that swoosh on all their products equates sports clothing with being a real athlete.

Most of us think of actual products. But lousy products can sell because of good packaging and great products can fail because of bad packaging.

Product packaging must send an immediate message. Most important, that message must convey what the product does for consumers or how it will enhance their lives.

“In the factory we make cosmetics; in the drugstore we sell hope.”

~ Charles Revson

It is amazing how many products make potential buyers work to understand what it does. Products should convey one main benefit. If a product has more than one major benefit, one answer is to package the same product under two different main benefits.

WHY? Consumers often interpret a product with too many main benefits to be one that doesn’t understand that they need just one thing. For example, Benadryl (antihistamine) offers its basic product under multiple packaging to speak directly to different consumers’ specific needs. They have an allergy sufferer package separate from one

for people without allergies—basically the same product, but, being an allergy sufferer, I want to see the main purpose of the product being to help with my allergies.

Packaging must be looked at from many aspects. Packaging that sells product must integrate color, size, graphics, product benefits, legal requirements, basic information, and take into consideration costs, environmental friendliness, how it will be displayed, and how it looks next to the competition on the already overcrowded shelf space.

Secrets Packaging Preview