



Secrets

most brand managers
will never know about

Packaging that sells



The **6 Secrets** most brand managers will never know about packaging **that sells.**

You are about to learn secrets that most brand managers will never know about packaging that sells. Inside this special eBook you'll learn:

- The **3 second test** to instantly tell if your pack will sell on shelf
- The **difference** between successful packs on shelf and those that fail
- The **6 secret ingredients** that makes for a successful pack design
- **10 questions** to determine if your products pack is unique enough
- **What to do** if your product/s are failing on shelf
- **The 40 point** checklist to determine the irresistibility of your products on shelf

And much, much more

Introduction

Brand managers need to understand the significant role of design and how to harness its power. Branding is all about transcending mere commercial transaction. To be successful on shelf your packaging design must be riveting, compelling and instantly appealing. The design needs to convey the rich story that goes beyond the decorative. The design must enliven the targeted consumers senses and captivate them emotionally. Effective brand design is the only way to fight parity on the retail shelf.

This eBook will highlight the 6 secret ingredients that go into ensuring a successful packaging design.

The 3 second test to instantly tell if your pack will sell on shelf

There are 6 critical elements your pack must display if you want to be successful on shelf. Your consumers are looking either consciously, or in many cases sub-consciously, for a product that displays these 6 criteria. Here are the 6 questions your product package needs to answer:

- **Is it real?**
- **Is it clear?**
- **Is it irresistible?**
- **Is it engaging?**
- **Is it unique?**
- **Is it seen?**

Whilst even one of them can stimulate the consumers buying instinct, a combination of all 6 will dramatically increase the chances of your pack ending up in the shopping trolley. The following pages explain in detail, the **key secret ingredients** that make up the above 6 elements.

1 SECRET

SECRET INGREDIENT 1:

BE REAL

In sales there is always a tendency for the salesperson to slightly over exaggerate in an effort to ensure the perception of what they are selling is unique and exciting. Often salespeople will tell “white lies”, in order to be perceived as the “right fit.” The problem is that this plastic veneer is very quickly seen through by prospects. Even though a potential prospect may not know exactly why they didn’t “trust” the salesperson, they just didn’t and as a result, more often than not the sale is lost.

The same is true for the consumers experience on the retail floor. Consumers are looking for authenticity. In fact authenticity has become more than a trend. Authenticity has become an essential part of a successful brand and by extension its packaging design.

Don't leave me high and dry!

Recently a manufacturer of natural nut bars and muesli bars updated their branding and packaging. Their new packaging design screamed... *“Hey look here! Look at me!”*, when the consumer got close to the product on shelf and saw how “unnatural” the pack looked, they automatically assumed that the product wasn’t natural either, and thus didn’t buy. The product pack did not reflect the supposed down-home nature of the product. The *“un-natural”* feel of the packaging design, claiming all natural ingredients left the consumer feeling somewhat misled. The packaging design, whilst attracting them to the shelf, left the consumer disappointed by the perceived inauthentic nature of the product.

If you say *“natural”* then look, feel & speak natural.

Example of how “inauthenticity backfired!”

As a society we have come to expect authenticity and when a brand/person gets found out we become deeply insulted. There was a recent highly publicised example of this reaction to “inauthenticity” in the UK.

It seems that the patrons of Harris + Hoole, a “local coffee shop”, discovered, to their extreme disdain, that in fact the supermarket chain, Tesco, owned a 49 per cent stake in the company. The disenchanted regulars reported their disgust to the Guardian newspaper. In the report they said that they had felt “duped” and “upset” because they had been led to believe that



Harris + Hoole was an “independent” coffee shop. The regular patrons disillusionment was because Tesco it seemed was “trying to make money” out of artisan values. So, the regulars all left to find another, more authentic place to get their fill of java.

Authentic photography trend

Look at the growing anti-stock-photo trend amongst social media users. Typical stock photography has a tendency to look unnatural and often alienates viewers. Interestingly enough, the growing Millennial market and even Generation Xers are tending to associate stock photography with inauthenticity and cheesiness. This demographic are reported as seeing common stock images as being salesy and off-putting. High-resolution, high quality photos have far greater appeal, both in terms of their authenticity and their honesty.

In an effort to be perceived as “authentic” both social media users and businesses are no longer using images from stock photography sites like BigStockPhoto. Instead, they are embracing candid, behind-the-scenes shots of themselves and their teams. Be REAL is no longer just a sentiment... it's a requirement!

This trend is driven by consumers wanting brands to show the REAL them. Staying true to yourself, showing your audience who you really are, and not some perfect unrealistic version of you. Embrace the imperfection and just be real. Showcase your brand positioning, who you are & what you stand for. This is such an integral part of building a successful brand.

Does your product packaging truly express your brand story accurately?

The secret that effective marketers have come to realise is that their product packing design **MUST** encompass **the core values**, the **DNA** of their organisation. Where there is tradition in the brand, that legacy needs to shine forth. These core values and vision, provide an essential roadmap for both design and success on the retail shelf. These essential values become an all encompassing part of the expression of the brands distinctive qualities which emerge through the packaging design. Whether you know it or not... your company has an emotive story and your products are the characters of that story line.

Make sure you:

- ✓ Discover the central emotive story of your brand/product
- ✓ Make sure you find a packaging designer who will translate your story through the packaging

Say what you mean and mean what you say

Being real on pack means being able to explain your mission, vision and the promise of the product. The packaging design must provide the consumer with insight into what they will experience when buying your product. Great packaging designers are able to build a solid bridge between where the brand and the product currently sits and where the consumer wants to be.



BE CLEAR

How accurately are the messages on your packs conveyed? Clarity is the core element of all marketing communications. Whilst this is Marketing 101, somehow when it comes to packaging design on shelf, both marketers and designers forget the old adage that “less is more”.

Clear messaging delivers results. Being clear provides a greater understanding of the value and experience of the product inside the pack. When clarity is the cornerstone of your marketing communications, the consumers understanding and user experience is vastly improved, which leads to sustainable on shelf sales results.

Making it clear

- Clarity is the key to successful packaging communication
- Clarity helps to accurately convey brand messages on your pack
- Clarity contributes to better user experiences and more effective consumer engagement with the product packaging
- Clarity on pack can be measured by the ease with which the consumer engages with, reads, interprets, understands and most importantly acts on the communication by putting the pack into the shopping trolley

5 clarity identifiers

Have you ever pulled on a door that said PUSH? Of course you have. People don't read. Clever retailers know this. Savvy marketers understand this principle. Effective packaging designers design with this principle in mind.

Research has demonstrated over and over again that consumer attention span in front of the shelf is only 3-5 seconds. This means they do not even see text, much less read or understand it. Simplicity is key. The more you add, the less you'll communicate. Clear hierarchy of communication must address versions, flavour, forms, and/or sizes. The pack must “make sense” because nobody reads a concept.

Approaching products and subsequently packaging design on shelf consumers are asking themselves, albeit in most cases,



subconsciously, the following 5 key questions to get a CLEAR understanding of the product:

1. **Comprehension – is the pack easy to engage with?** In less than 3 seconds can I understand what it is, what it does, how it will solve my problem and why it was made for me? Is the pack well-structured with visual information and key messaging that I can easily understand?
2. **Legibility – Once in my hand how easy is it to read?** Does the written and graphic content feature targeted information for me? Do the colour combinations and fonts have an impact on me emotionally?
3. **Understandability – How easy is it for me to understand your messaging?** Does the design and messages resonate with and inform me specifically based on my needs and wants.
4. **Accuracy – How easy is it for me to interpret the packaging graphical and content messaging?** I need the design and information layout to be descriptive and straightforward enough to avoid any confusion.
5. **Results focused – Should I give this a try?** There are four key actions which demonstrate that your pack on shelf has communicated effectively with me:
 - *You got my attention because of the product packaging on shelf*
 - *I picked the product off the shelf*
 - *I invested my time to examine the product*
 - *I put the pack in my shopping trolley*

The quicker someone understands a product or message, the greater chance you have of selling him or her on it.

Less is ALWAYS more

Remember that less is more in terms of information on pack - allow the pack spruik “the most important thing”. Consumers are not meant to think about a pack and it’s design, they are meant to experience it. They’re meant to put it in the shopping basket.

Clear drivers

Over 70% of purchasing decisions are made in the store. To incorporate the key motivations your target audience are looking for in the pack design, the designers must understand the data that lives behind some of the following questions so they can provide answers through the packaging:

- *What problem is the consumer trying to solve and how does the product solves that problem?*
- *Why do they care? (is the brand/product relevant); what do they say? (What are their stated feelings and intentions); What do they do? (What is their actual behaviour?)*



- *WiiFM - What's in it for them? Does the visual personality of the brand/product make a connection? What is the connection they are looking for?*
- *How will it make life easier? What's going on in their lives?*
- *How does your product compare? Does it matter?*

Clarity requires valid research

To achieve the highest level of on shelf success the designers must be part of the research process from the very beginning. Being removed leaves the designer (and the client) with large interpretive gaps. Research can provide designers the background and knowledge to develop a more concise packaging solution that will enhance the brand.

The gap being the absence of an emotional relationship. What is exactly relevant to the consumer. Designers must understand the problem the pack needs to solve. The design team must physically step into the the brand's market environment.



Research is only 1 tool in the designer's arsenal

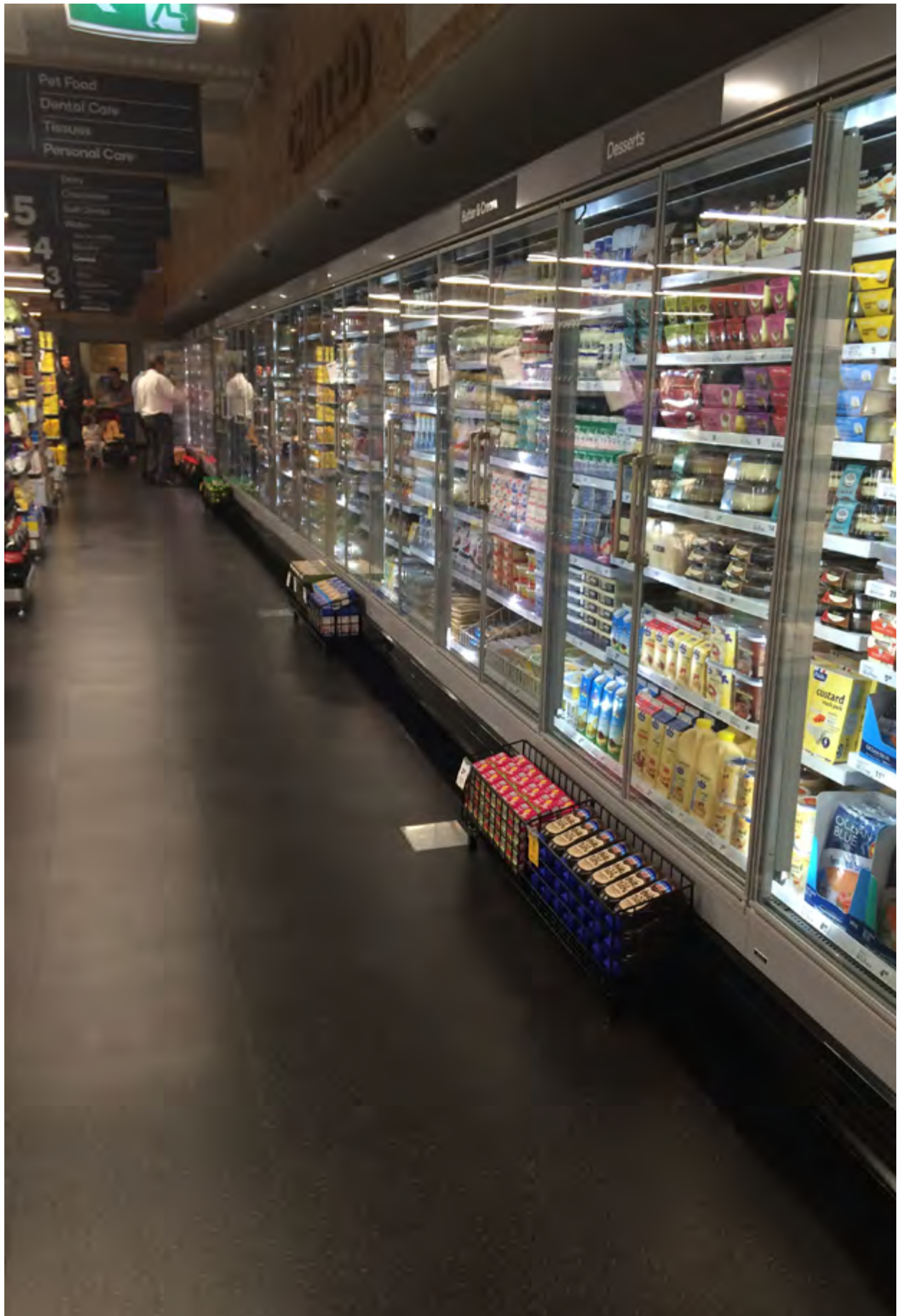
It's been said that if research was an exact science, new products wouldn't have over a 90% failure rate. This means that whilst research has it's place within the development of packaging, it cannot be the only tool used in the validation process. One cannot take research **too literally**.

Remember research will tell you where you have been, rarely can it tell you where you are going.

The biggest research opportunity is one which most brand managers don't do. Yet it is the best kept secret of successful packs on shelf.

> OBSERVING CONSUMERS AT THE SHELF <

When you place new packaging designs on the retail shelf, only then will you get a realistic sense of their impact. The reason most brand managers skip this piece of the puzzle is because it's both time consuming and it can be expensive. That said what is the **cost of failure**?





SECRET INGREDIENT 3:

BE IRRESISTIBLE

Did you know that in criminal law, “irresistible impulse” is an actual legal defense for a person whose excuse for their crime is a case insanity (of some description)? The defendant actually argues that they should not be held criminally liable for their actions that broke the law, because they could not control those actions. Now that’s irresistibility!

Irresistibility is impossible to refuse - According to the dictionary irresistibility is impossible to refuse, oppose, or avoid because it is too pleasant, attractive, or strong. Isn’t this is the kind of packaging design you want to have on shelf? Can you imagine the impact on your sales with an irresistible pack?

Irresistible brands and products have a “chemistry” to them. These products excite and ignite an urge within their target market that taps into their subconscious mind. This emotional drive goes beyond the rational. The impulse to own is automatic. Its unconscious. The need is driven by the target consumer’s senses which create an immediate compulsion. The brand or product has an irresistible point of difference that matters to the target market, making the brand/product irresistible.

The 2 key elements that make an on shelf pack IRRESISTIBLE:

1. Know who you are targeting

The targeted consumer is the key to irresistibility -

Effective packaging designers understand that consumers who identify with a certain group or class of people are attracted to products and brands that help them express alignment or membership with that group. Brand marketers who are willing to take advantage of this approach end up creating such a strong identity with the brand/product that details don’t seem to matter to the consumer. As the saying goes *“it’s what the bag represents that’s important, not what it does!”*

With this branding principle in mind, effective packaging design doesn’t simply “contain” the product inside, effective packaging design portrays the product within the pack in terms of its target customers. The packaging design explains just how will this particular product will benefit them and more importantly why the consumer needs to select it above every other option available on the shelf. The packaging aligns with the target group, making them feel special. It has them



connected like members of an elite group. The focus is then based on the particular features and their subsequent benefits which relate specifically to members of that group.

Don't compromise on fit. Irresistible brands and product packaging power is derived from their perfect fit with needs which are specific to a targeted consumer group and their particular circumstances.

Like a powerful magnet, irresistible brands and their on shelf packs have the ability to attract large numbers of particular consumers towards them. These brands and product packs are actively positioned toward targeted individual they are appealing to. They have purposely built their brand propositions and business models single-mindedly around them.

The courage to individuate - These brands and product packs differentiate *like they really mean it*. Wise marketers know that the benefits of irresistibility far outweigh the risk of turning some consumers away. Just as one wouldn't think of going to McDonald's expecting a wine list or candelabra on the tables, so too strong marketers clearly understand the nature of the need-states they're targeting. Then they brief their packaging designers on satisfying these individual needs with exceptional discipline across time and touch-points. This will be done despite the many temptations and voices calling out to compromise.

Alignment at every touchpoint - Each experience a consumer has with a brand/product across every touchpoint will either align or fail to align with the consumers expectations. These experiences will affect the position that brand holds within the consumer's brain. Individualisation helps determine how irresistible the brand truly is.

Individualisation thinking must be applied with determination and discipline if a brand or product is to achieve the required dominance of the consumers instinctive and considered decision-making.

Relevancy - The design must be relevant to the TARGETED consumer - emotionally connecting the target market with their desired outcome.

2. Be clear in your differentiation

To be irresistible brands and their products don't just need a point of difference (POD); they need a point of difference that really matters to their target consumers. This means having the courage to focus on the specific unique selling proposition even when it means rejection by some.

Emotional connection - In essence, it's emotion that provides irresistible brands and their products unique meaning and purpose in the eyes of their target consumers. Authors Roz Calder and Michael Cook who are part of TNS International (Global research company), explain that *"This meaning becomes an instinctive attraction that goes beyond a considered, rational reason for purchase. All irresistible brands have a strong emotive fit with consumers in a particular need-state, and it is this that connects them so effectively"*

Calder and Cook go on to say that it is *"Emotion that gives irresistible brands unique meaning and purpose as perceived by their target market consumers, and an instinctive attraction that goes beyond considered, rational reasons for purchase."* Irresistible products on the retail shelf have a powerful emotive resonance

with their target market and their specific needs and wants. It is this emotional pull that connects them so effectively.

Being irresistible is an aspiration every brand and their products should strive for.

Clear differentiation - How clear is the differentiation of your product on the retail shelf comparative with the other options available? According to studies by PRS, - (Perception Research Services) who use eye tracking technology for measuring packaging design effectiveness, they found that consumers will spend less than 10 seconds at a particular grocery category. Consumers fail to notice and consider over 1/3rd of the brands in any particular category. Therefore for a design to gain and hold attention on shelf, the pack must cut through the clutter long enough to implant your message.

Maximize visual impact - The appearance of a pack needs to entice your target consumers to come in for a closer look. Great packaging designers use the principles of design that shape and colour to distinguish your product from the competition. This makes it easy for consumers to understand your product from their first glance.

In situ -The best designs don't always present well on the retail shelf even though they may look fantastic in concept. Until and unless you have seen a mockup of your pack... in situ... in real life on a real retail shelf, you'll never understand why it works or fails.

In summary

Creating irresistible packs - begins with a strong design brief. Many design briefs are either rushed, wrong, contain mixed messages or simply don't have the correct information. Sometimes the brief is just too complicated and over intellectualised. Consumers are not meant to think about a pack, they are meant to experience it. If brands want to compete seriously with their competitors & hold-back the private label brands they will need to use creativity and innovation as a competitive edge. A successful pack needs a 6 PACK WOW factor.

A 6 PACK WOW package:

1. Elevates perception within the category
2. Creates interest involving the targeted consumer at multiple levels
3. Is groundbreaking in its approach
4. Both the brand and the product are ONE with each other
5. The pack stands out in a sea of me too's
6. Connects emotionally with consumer



4 **SECRET** BE ENGAGING

To be engaging the design must be relevant to the target consumer – emotionally connecting with their needs and wants.

An engaging pack speaks to its' consumers by creating emotion through design cues & tonality appropriate with the brand essence. Good designers understand the importance of this and hero it on the product packaging, showcasing the brand personality and creating a truly engaging pack.

What is engagement? - The more a consumer engages with a product on shelf the greater the chance they'll put the item in their shopping basket.

Marketers have been trying to recreate the formula of engagement for decades in the context of advertising product, content marketing, social media, and online just to name a few.

When marketing executive's talk "engagement" they are generally describing the various types of consumer interactions they deem valuable. In store, these consumer driven actions tend to encompass measures from consumer brand awareness right across the marketing spectrum, all the way to the more substantial measures of stock-turn.

When it comes to packaging design, engagement is defined as: A pack's ability to cut through and seize a consumer's attention, and thereby driving a change in buying bias. (*Definition adapted from Marissa Gluck white paper on definition of engagement 2012)



The 3 key ingredients for creating engaging packaging design

The following questions act as an excellent checklist for packaging designers to ask themselves if they want to create an engaging packaging design.

1. Packaging Design

- Is the creative look and feel of the pack compelling?
- Are viewers interacting with the form of the pack in some way?
- Does the “functional” depiction of the product on the pack captivate the potential buyer’s imagination?
- Does the packaging design represent the authentic character of the brand?
- Does the pack convey the brand’s story?

2. Packaging Content

- Does the product description on pack grab the consumer’s attention?
- Is the pack content easy and quick to understand?
- Does the pack tell the consumer all they want to know about the product?
- Does the pack convey the value of the product within?
- Does the product sit in the green sector and if so, does the content and form depict “green” and sustainability?
- Does the content convey trust?
- Does the pack call out the “Reason To Believe?”

3. Audience Engagement

- Does the pack connect emotionally?
- Does your pack answer the consumer’s questions firing inside their head?
- Is the pack contributing to a social conversation?
- Does the pack separate from the competition?
- Does your pack entice, seduce and cause the consumer to fall in love?



Digital printing's impact on packaging engagement

Gen X, Y's and Millennials are no longer loyal to specific brands. That said, digital printing now allows brands to drill down and target specific and relevant markets, demographics, language and interest groups. Digital printing allows for more personalized communication with consumers through varied messaging and visual components, whilst still staying on brand and adding no additional cost for the client, thus increasing engagement with consumers.

True one-to-one communication - Digital printing allows for true one-to-one communication with full colour variable data and messaging. This allows for highly personalized and customised seasonal promotional offers as well as easy testing of new formats without having to generate huge print runs. This method of variable design taking advantage of digital printing technology has a significant impact on print cost management whilst elevating the consumer's experience.



Tailored messaging - Digital printing's flexibility and ability to create customizable messages directed to specific consumer groups can massively impact engagement at the retail shelf.

It has been well proven that tailored messaging of products to the various needs bases of specific consumer groups has a direct correlation to an increase in sales, new customers and subsequent brand expansion.

Prior to digital printing a tailored demographic approach would have caused mayhem for a business; increased plate costs, an increase in working capital across packaging, as well as an increase in proofing costs. The

advent of digital

printing has meant marketing can now use custom messaging and actually provide a cost saving to the business, whether this be through a reduction in packaging storage costs, or a reduction in packaging working capital.



Testing and researching your target market -

Digital printings capability for short print runs, allow for true market place testing at the register, where it really counts. It's no secret that satisfying consumer needs is best done by figuring out what appeals and engages best with them.

Traditionally this expensive research is conducted with focus groups, surveys, online panels etc. However, digital printing technology allows Brand and Category Managers to test various designs on shelf allowing the consumer in the retail aisle to decide which design is most engaging and end up in their shopping baskets.

Measurement - With the level of ROI tracking available as a result of printing digitally, brands are able to quickly identify if a campaign is effective or not and easily pivot, making modifications, where appropriate, to improve the campaigns success. Packaging design now becomes measurable where it counts... at the checkout.

Designing For Trust - Apply digital printings capability to design your packs to target individual demographics creating authenticity. Designing packaging using the idea of developing localized special editions e.g: Allowing a brand sponsors to incorporate winners onto packs the day after they win a sponsored tournament.

Did you get secret #4?

>Use the latest technology to target specific targeted consumer markets.





SECRET INGREDIENT 5:

BE UNIQUE

***“Price is what you pay.
Value is what you get.”***

Warren Buffett

What is Value?

How do you demonstrate value for money on a retail shelf without a discount sticker? The gurus will tell us that real value for money is based not only on the purchase price of a product but also on the maximum efficiency and effectiveness of the purchase. In other words value for money is how well the product can solve my problem and give me what I need.

As marketers we know the great value the consumer will get from buying our product/s but somehow they just don't seem to “get it”. Your consumer just doesn't understand all the ways your product can bring them real value.



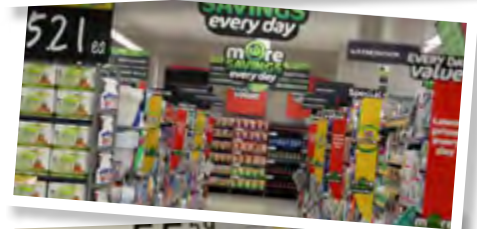
What is it that makes your product so special, so unique?

As a marketer your toughest job, when it comes to demonstrating the value of your product to your targeted consumer, is to get them to picture the full depth and breadth of everything your product has to offer. And then how do you do this without cluttering the pack? The answer is... every product in your range must have its own stand alone USP. Savvy marketers understand that their USP's are not the sole domain of the brand. Products themselves should stand on their own with their own recognizable, distinctive attributes and USP.



Nielsen research explains the value of a USP on shelf

In 2013 Nielsen conducted a global survey of “Loyalty Sentiment”, the results of which were published in a report entitled “How Loyal Are Your Customers?” A key finding was that, as consumers, we are more likely to switch brands for those products that we buy most frequently. About the report, Chris Sgourakis from BrandAide wrote, “This is



counter-intuitive, as one would have expected that for everyday staple products, we choose the “default”. Rather, across all of the 16 categories surveyed, the survey found that:

- loyalty was lowest for foods and beverages, namely alcoholic beverages (43% likely to switch brands)
- snack foods (39% switch)
- carbonated beverages (38% switch)
- cereals (37% switch)

The switch rates for snack foods were even higher in Europe, which Nielsen attributes to high levels of discounting of such products.”

Premise: If, as Nielsen suggests, there is little or no loyalty for those products that we buy most frequently, then marketers should consider distinguishing their products with unique, stand out packaging design or a compelling USP or both, rather than simply discounting to woo consumers.

Marketing 101: USP

One of the foundational teachings we learn in any marketing school is the value and importance of having a USP – Unique Selling Proposition. It is the “*unique something*” which sets a business apart from all others. Whilst the majority of marketers get the USP concept, in many cases actually coming up with a unique and compelling USP is not necessarily easy, which is why it is often neglected or out-sourced. When it comes to products and their packaging, the concept of USP creation equally applies. Products require their own “*stand-out*” USP to differentiate them on shelf. Author of “*How to make money out of thin air*”, Brian Sher teaches, “*Branding is about trying to get your customer to choose you over your competition; USP is about getting your prospect to see you as the only solution to their problem.*” Consumers want solutions to their problems. Products on shelf are just a mechanism for solving a problem.

A compelling USP

Why is it that for so many marketers getting to grips with their product USP is still a mystery?

The fact is that clearly understanding and then demonstrating your product USP is Ground Zero for all your marketing activity. Without question... it’s the most important part of your marketing. So why is a compelling USP so critically important? Because when a USP is developed correctly:

- It increases the likelihood of your target consumer putting your product in their shopping basket
- It will stop customers shopping you on price

Yet... even with all the promise that a well thought out and compelling USP can bring... remarkably the research shows that only a small minority of products presented on the retail shelf have a clearly defined USP... or do it well.

- Do customers want to buy... a hammer? No, they are looking to hang a picture.
- Do customers want to buy petrol? No, they are looking for mobility.
- Do customers want to buy a computer? No, they are looking to gain access to information.

Customers are looking for solutions to their problems and it’s a compelling USP’s that gets them to want your product as the solution.

The difference between Branding and a USP

According to USP specialist Brian Sher, “Branding is about trying to get your prospect to choose you over your competition, whereas a USP is all about getting your prospect to see your product as the only solution to their problem.”

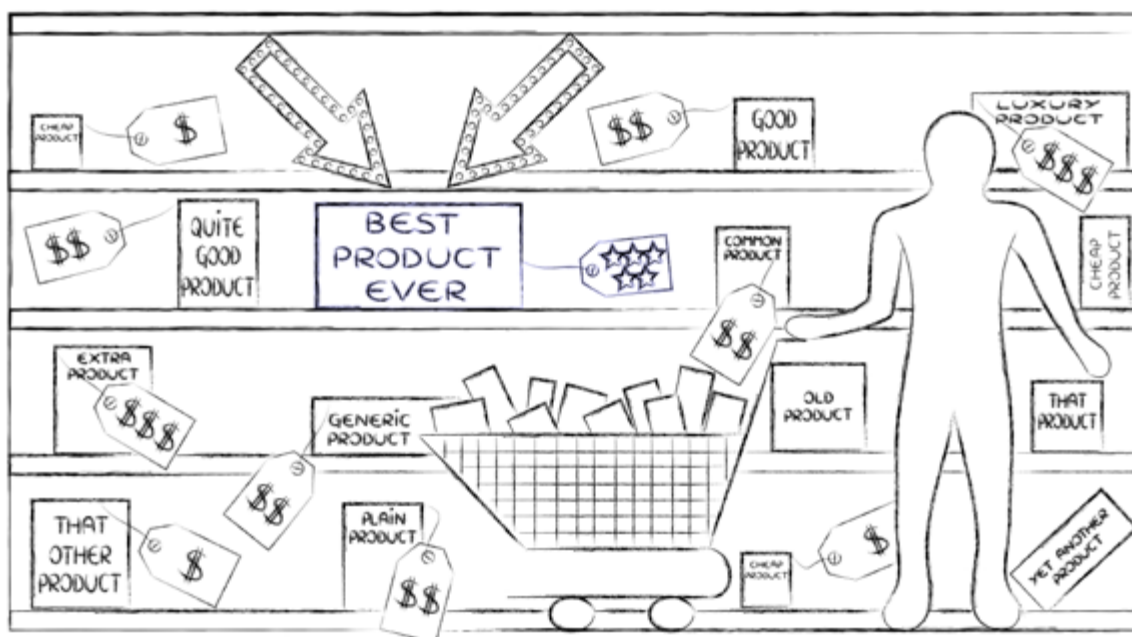
When one looks at a sea of me too products on a retail shelf it is all too apparent that the vast majority of product USP's are either ABSENT, CONFUSING or WRONG .

Every product needs to justify its ‘reason for being’ - it cannot just “exist” today there is too much of just about everything. Supply has almost exceeded demand. So...

10 questions to determine if your products USP is strong enough.

1. What is your product's reason for being?
2. What problem does your product solve better than any other product in its category?
3. What does your product have that is UNIQUE = “no one else has this”
4. What is the proposition your product makes. Proposition = “promise to your customer”
5. What does your product promise your target consumer that others alongside them on the retail shelf do not?
6. What is the number 1 “thing” that attracts customers upfront that explains to the consumer why they should buy your product as opposed to that of your competitor.
7. Tell me how you will solve my problem in a way that serves my self interest... That is better than anything else out there?”
8. What is the biggest emotive problem your product solves for your target consumer?
9. How does your USP address the conversation going on in the head of your target consumer?
10. Does your pack clearly articulate how clearly your product is unique?

If your product USP answers the above questions, your targeted consumer's mental response when engaging with your pack should say... YES... THATS ME!



The 7 most costly errors marketers make when developing a product USP:

1. **Make sure your USP is NOT your:**
 - Brand
 - Mission
 - Vision
 - Tagline
2. **Better, Top, Highest or Best Quality is NOT a USP** - This is the expected minimum standard. It's the same as everyone else. Instead of being the best... be the ONLY!
3. **SPECIFICITY is critical.** The more specific you are the better. NOTE: Clever, witty, general statements don't work. Example: "Our business is your business" - Port-a-Potty company
4. **If you don't give your customers a unique reason** as to why they should buy from you... they will assume you are the same as everyone else and therefore buy your product based on price!
5. **You may be casting your net too wide.** A powerful USP is offering something specific to a specific segment of the market. Be as specific as possible about your offer. Don't try to be all things to all people.
6. **Less is more.** Your USP must be concise. Whilst you may have much to communicate with your USP, it can't be too wordy. A good USP can be read and understood at a glance. Make sure your USP is free of jargon or big words that not everyone will understand.
7. **Too little U in the USP.** The principal point of a USP is the U - 'unique.' It needs to communicate what sets your product/brand apart. You need to make sure it does that. If there is a similar product on shelf to yours, then yours must have a unique twist. Why would anybody choose your product over a competitor's product?



SECRET BE SEEN

Why do companies invest millions of dollars in compelling copywriting? Simple! Because compelling copy sells. The same applies to clear & convincing packaging design. Why invest heavily in OUTSTANDING (design that disrupts the shelf) packaging design? Because compelling packaging design sells.

Being truly seen

Have you ever felt like you were “invisible”? Have you ever experienced not being truly seen by others? Maybe it was at school, maybe even at home amongst your own family, or maybe in your early roles at work? Have you ever felt like people were always more “into” or interested in everyone else? Have you ever had the feeling that there wasn’t really anyone who truly cared about really knowing you deeply? Has it ever felt like the core of who you were was and what made you... you, just wasn’t welcome? Well this is what’s meant by not being seen.

You may very well have a product or products on the retail shelf that simply fade into obscurity. They are just not truly seen.

By truly seen, I don’t mean bright flouro pink that completely disrupts the shelf just to grab attention. All that does is drag potential consumers over to the shelf only to buy someone else’s product. Nobody likes a loud and brassy salesperson.

No, truly being seen on the retail shelf means that your product is seen on the shelf, the product is loved, appreciated and valued for what it truly is. All of this is what the product packaging needs to convey.



Truly see, love, and appreciate the product yourself first

When it comes to selling, research has borne out the fact that if a salesperson doesn't believe in the promise of the product, they will struggle to convince people to buy from them. This is why a brand new salesperson often outsells their more senior peers. They haven't yet been corrupted by unfulfilled promises.

To effectively sell from a product pack on shelf the designer and the marketer must truly know the product deeply, this includes its strengths, flaws, added value, and core purpose. Why is it worthy of being valued? Your targeted consumer won't be able to see the value of your product until you see and value it for yourself. If you don't believe it, you can't sell it. You can't sell it into your designer and they won't be able to translate their design into something your target market will value.

The key: Other people can't see and value your product until you see and value it yourself. They also can't love and appreciate it until you love and appreciate it yourself!



28 likes 51w
pitangosoups Eenie meenie miny...
#decisions
hellogreathealth Like the new packaging!
Saw it in Coles yesterday.
pitangosoups Glad you love our new look
@hellogreathealth :)

♡ Add a comment...

Knowing its real worth

It's vitally important to know the real value of your product/s. Whilst there are so many 'me too' products that sit on a retail shelf, even if yours is not unique in and of itself, you as the marketer **MUST** find something... that **ONE** thing, the one gift that is inherent within the product. What is it that makes

it unique? As marketers we often tend to place our products worth in the hands of others. We rely on research to tell us what the customer will deem as valuable. The fact is your product/s worth is inherent within it. Your target market will only love, value and appreciate your product's value... when you know it and can spell it out. Regardless of the mistakes and failures made in the past, if you want consumers to see and appreciate your product/s for what they truly are, then you need to know and honor that worth. Discovering the true value of a product takes work. It takes effort to peel back the onion layers. This is why most marketers don't do it. That said if you want your product to be truly seen on shelf, uncovering its true worth is essential.

The key: You teach others, your designers, your agency, your distributors, your suppliers and your consumers how to treat your product by how you treat it yourself.

What if...

- **What if you only had one product to sell?** How much time and attention would you devote to ensuring its success?
- **What if you truly believed in the promise of your product/s on shelf?** How much more time and attention would you invest to ensure they were seen on shelf for what they truly were?
- **What if there was more value to your product/s than simply price?** What if you could clearly articulate it?
- **What if your distributors held your products in the same esteem as you did?**
- **What if you were able to effectively show potential customers the full depth and breadth of everything your product/s has to offer?**
- **What if your packaging could transfer the same confidence you have for your products to your target consumer?**
- **What if your product packaging presented the product's intrinsic value, would your targeted consumer actually pay more if they thought it would give them significant value?**
- **What if you truly honored your product like it was when it was initially conceived?**

How true is your perception of your product/s?

What does it mean to truly see another person? As human beings we tend to run on automatic programs. In fact neuroscience suggest that as much as 97% of what we think is automatic in nature. Often we bring all of our childhood conditioning and limiting beliefs about ourselves and the world into our interactions with others. The result of this is that we don't really see other people for who they truly are because more often than not, we are actually seeing our own projections instead. We tend to see what we expect to see. How true then is this for you when you look to SEE your products? How much of your own perception is clouding how you SEE your products?

“Familiarity breeds contempt”

Ordinarily, the expression “familiarity breeds contempt” refers to what often happens in long-standing relationships and marriages. The idiom suggests that over time many relationships begin to break down because of a lack of caring or appreciation. Contempt is the emotional reaction to not feeling cared for and perhaps disrespected. On the other hand, when we feel valued by our partners, our relationships are inclined to thrive. When we devalue our partners, contempt becomes very prevalent. Have you become too “familiar” with your products. Do you still get excited by the value they will bring to their customers. All too often as marketers we get caught up in the KPI's, the revenue, the budgets and we move away from the regard our customers still feel for our product.

Seeing the true value

Exchange value - To know how to create the value in a product & value in business, has been a topic that philosophers have debated for millennia. For most business people, value roughly translates into price. This is the amount a consumer is willing to give us in the marketplace, in exchange for our products. This is known as “exchange value” and is the base on which most business is done.

Utility value - Economists have a different notion of value, which is its “use value,” or utility value. Utility value is all about how valuable something is to me. It's not the exchange value that you and your consumers both agree on, rather, it's how much use, I as an individual consumer, will get out of your

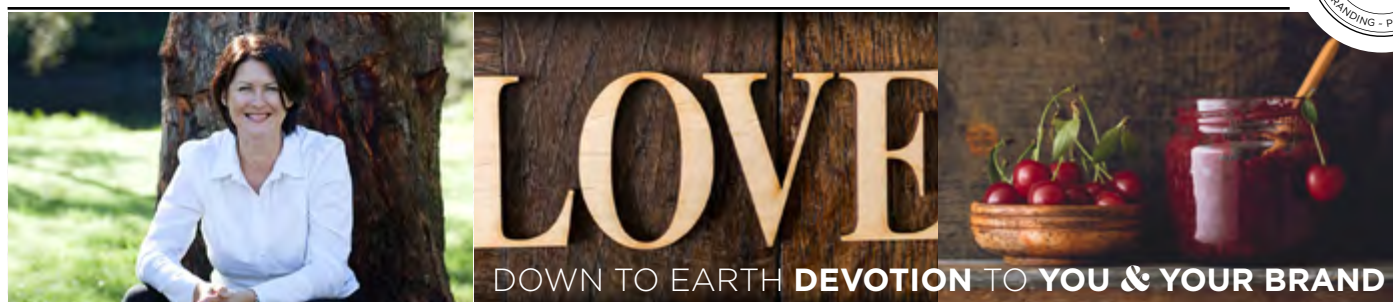
product. This means that our consumers varying perspectives or circumstances might well result in wildly differing valuations for the very same thing.

Intrinsic value - Whilst both ‘exchange’ and ‘utility’ value are in essence a means to some other end, “intrinsic value” is a fundamental consequence of something’s very existence. Every now and then there comes along a marketer who operates in the field of intrinsic value creation. They SEE into the heart of the product. They focus obsessively on quality or on design. Intrinsic marketers pay an inordinate amount of attention to how their products are actually being used by customers – “not just whether those customers are satisfied with them, but whether they are successful with them”. This was the philosophy of Steve Jobs as he built Apple. He was obsessed with the intrinsic nature of an Apple product. This intrinsic value also explains Google’s obsession with providing users a positive user experience from websites. The product as seen by “intrinsic value” providers is not just a means to make money. These offerings have intrinsic value in and of themselves.

Whilst your products may or may not have “*intrinsic value*”, unless your whole marketing focus is based on exchange value (price) then it’s essential that you discover and celebrate your products ‘utility value’. In other words, if you aren’t going to highlight your products intrinsic value, the at least focus on its utility value.

As a marketer your job in ensuring product sales off the retail shelf is to make sure your product/s are SEEN. The way your products are represented on the retail shelf by way of the packaging they are enclosed in is a key determinant of how much value your target market places on them versus your competitors products.





Overview: A driven and results oriented marketing and brand professional with significant expertise in the development of brands that transcend across all touchpoints. A proven track record in winning new business and excellent relationship building skills. Jennifer brings an energy and a sense of humor to every thing that she does. All good things take time, all great things take experience...

She worked with Chuck Hahn in marketing at the Hahn Brewery, Worked for Judi Hausmann in PR in consumer on Revlon. Organised a big street fair in Wahroonga. Flipped into a big American insurance company in marketing and then finally found my place working with an amazing team and clients at Morton Branding for 14 years. She then started and set up Appetite Branding, which she ran for 3 years. Now totally independent she started Jam&Co in 2013 with an amazing team of people she has worked with through the years. Jam&Co Design will be the packaging agency to watch.

Strengths: Strategic and creative thinker. Inspirational and motivational team leader. Entrepreneurial.

Passions: As long as you are genuine, that's what makes effective leaders

I enjoy the development of a team and the development of them to their full potential. Working with clients to make them look good at all levels is key to relationship building - So is a thorough understanding of their business. As well as having fun and enjoying what you do - listening is just as important as talking!

I believe **anything is possible!**

26 YEARS OF WORKING ON MAJOR BRANDS





4 APPENDIX **point** **CHECKLIST**

to determine the
IRRESISTIBILITY
of your products
on shelf

DOWN TO EARTH **DEVOTION TO YOU & YOUR BRAND**



Below is a quick ready reckoner checklist for you. You can use this checklist to either review your current on shelf offerings or new packs before they debut on shelf.

#	Issue	Yes	No
1	Does your product pack say what you mean and mean what you say?		
2	Is your pack easy to engage with?		
3	Is the pack well-structured with visual information and key messaging that the consumer can easily understand?		
4	In less than 3 seconds can I, as a consumer, understand what it is, what it does, how it will solve my problem and why it was made for me?		
5	Does the written and graphic content feature targeted information for me, your target consumer?		
6	Do the colour combinations and fonts have an impact on me emotionally?		
7	Does your design and messages resonate with and inform me specifically based on my needs and wants?		
8	Does your pack clearly demonstrate that you know who you are targeting?		
9	Does your pack demonstrate how it will meet the emotional needs of your consumer ?		
10	Is your pack clear in its differentiation without being BRASH?		
11	Are your packs relevant to your TARGET consumer - emotionally connecting the target market with with their desired outcome?		
12	Have you maximised the packs visual impact on shelf... in situ?		
13	Does your pack stand out from a sea of me-too'ness?		
14	Is the creative look and feel of the pack compelling?		
15	Are viewers interacting with the form of the pack in some way?		
16	Does the design capture the core elements that define the products perception and experience including its texture, colour, usability and its images?		
17	Does the packaging design represent the authentic character of the brand?		
18	Does the pack convey the brand's story?		
19	Does the "functional" depiction of the product on the pack captivate the potential buyer's imagination?		
20	Does the product description on pack grab the consumer's attention?		
21	Is the pack content easy and quick to understand for the consumer?		
22	Does the pack tell the consumer all they want to know about the product?		
23	Does the pack convey the value of the product within?		
24	Does the product sit in the green sector and if so, does the content and form depict "green" and sustainability?		
25	Does the content convey trust?		

Continued

#	Issue	Yes	No
26	Does the pack call out the “Reason To Believe?”		
27	Does your pack answer the consumer’s questions firing inside their head?		
28	Does your pack entice, seduce and cause the consumer to fall in love?		
29	Does the pack separate from the competition?		
30	Have you used digital printing’s ability to taylor true one-to-one communication?		
31	Is your product’s USP strong enough. Does your pack clearly articulate how clearly your product is unique?		
32	What problem does your product solve better than any other product in its’ category?		
33	What does your product promise your target consumer that others alongside them on the retail shelf do not?		
34	Does your product pack give your customers a unique reason as to why they should buy from you? Otherwise they will assume you are the same as everyone else and therefore buy your product based on price.		
35	How specific is your message/your offer ? If it is not specific enough - it won’t be seen to be unique.		
36	Are you casting your net too wide or do you focus on offering something specific to a specific segment of the market?		
37	Can your message be read and understood at a glance?		
38	Does your pack communicate what sets your product apart?		
39	When you look at your product... Do you love it? Do you truly see, love, and appreciate the product yourself first? Your target consumer won’t be able to see the value of your product until you see and value it for yourself. If you don’t believe it, you can’t sell it.		
40	Which of the 3 value propositions is being projected by your current product pack and is that what you want? • Exchange value • Utility value • Intrinsic value		

So what next?

Because you have come along on this “6 Secrets” journey with us, we’d love to offer you a complimentary, 30 minute, “Unlocking the Secrets of Your Brand, Tune-up®”.

In this session we’ll cover:

- What secrets you may be missing?
- Unpacking your at shelf objectives and which secrets you need to implement to get there
- An action plan with milestones to execute and ensure retail sales success

Why would we do this? Because we love helping like minded people, those who shape, make and love brands. Plus someday you might return the favour and reach out to us. If you’re interested, all you need to do is head to the below link to sign up.

<http://jamandco.com.au/brand-consultation>

We promise it’s an obligation free session, we’re just big believer’s in karma...

