



The Thinking House  
BORD BIA INSIGHT CENTRE

# The Power of Packaging

Niamh Mac Hale  
January 2017

# Why is packaging so important?





# The (Point of Sale) Silent Salesman

- 1. Differentiate**
- 2. Stand out & catch the eye**
- 3. Draw attention to the product within**
- 4. Communicate your brand values**
- 5. Add value for the retailer**
- 6. Drive loyalty**

Name the brand...



# AGENDA



1. Principles of packaging

2. Themes of packaging design

# The 3 C's...



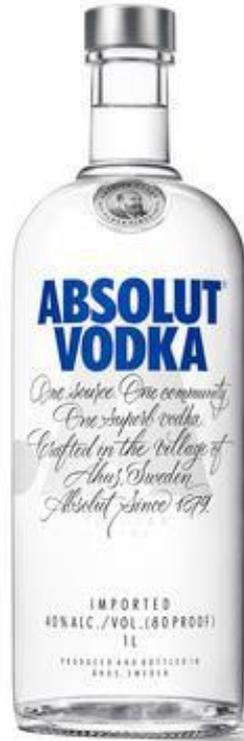
**CONTAIN**

The 3 C's...



CONVENIENCE

# The 3 C's..



COMMUNICATE

*Pack design  
is potentially  
a game-changer,  
take control of it!*

*Andrew Knowles  
JKR Global*



2008



# Innocent's £100m Packaging Win



*The only thing we did differently was put it in a plastic bottle – we called it a carafe to make it sound posh – the little details matter!*

*Says Reed, Innocent Co-Founder*



Brandname  
20 Cigarettes

**Smoking  
kills**

**UK DUTY PAID**



0123457678910



**Smoke contains benzene,  
nitrosamines, formaldehyde  
and hydrogen cyanide**

Tar 10 mg  
Nicotine  
0.8 mg  
Carbon  
monoxide  
10 mg

Brandname  
20 Cigarettes



## Pack Design themes



# AUTHENTICITY & STORYTELLING



Norges  
BRØD

## NØKKEN

Grovbrød

*Så kom det en grå hest med forgytt  
sal opp på stranden, det var melken,  
og ingen annen.*



Bakehuset



Norges  
BRØD

## ASKELADDEN

Spelt mellomgrov

*«Nei nå orker jeg ikke mer,  
sa Trollet.» «Du skal eie»,  
svarte gutten.*



Bakehuset



Norges  
BRØD

## KONGBRØD

Havrebrød med honning

*...og da de kom og lukket  
opp busa hadde han ett opp  
alt i loep.*



Bakehuset









**kallø**

SEA SALT & BALSAMIC  
WHOLEGRAIN LOW FAT  
RICE CAKES



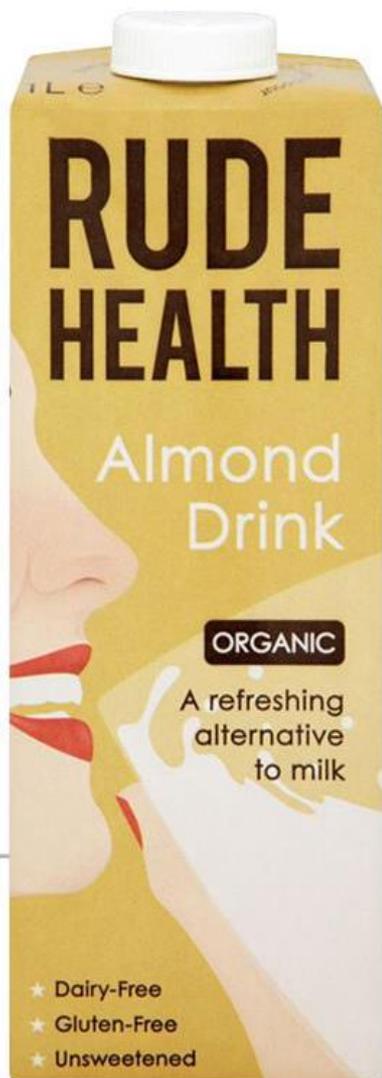
per 100g		per 100g cake			
ENERG	fat	saturates	sugar	salt	whole grain
33	0.2g	0.1g	0.3g	0.2g	4%
2%	1%	1%	1%	4%	

reference intake of an average adult (% daily values)



# NEW HEALTH





**RUDE HEALTH**

Almond Drink

**ORGANIC**

A refreshing alternative to milk

- ★ Dairy-Free
- ★ Gluten-Free
- ★ Unsweetened

The carton is tan with a white cap. It features a stylized illustration of a woman's face in profile, drinking from a glass. The text is bold and clear.

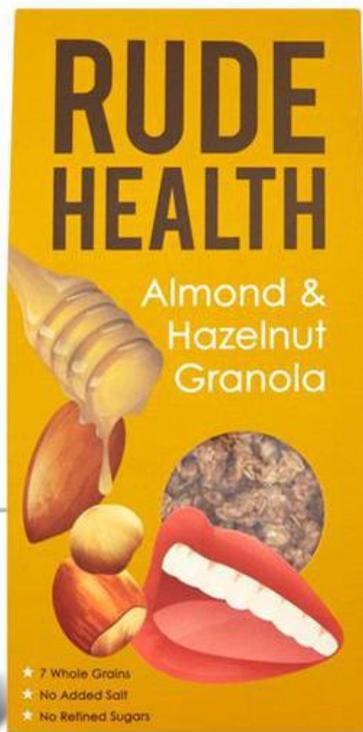


**RUDE HEALTH**

Spiced Apple Granola

- ★ 7 Whole Grains
- ★ No Added Salt
- ★ No Refined Sugars

The packaging is bright green. It features illustrations of cinnamon sticks, an apple slice, a whole apple, and a circular inset showing the granola. A stylized illustration of a woman's open mouth is at the bottom.

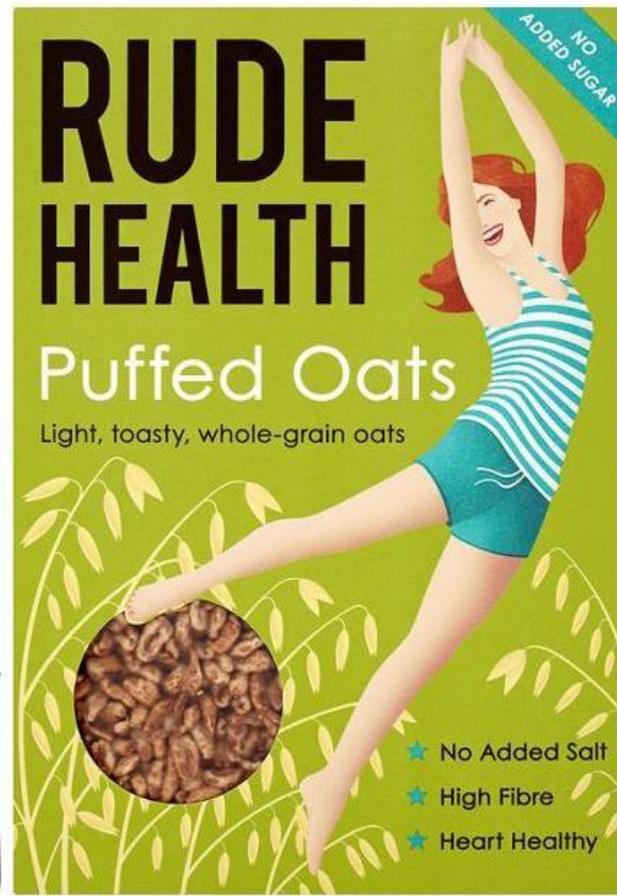


**RUDE HEALTH**

Almond & Hazelnut Granola

- ★ 7 Whole Grains
- ★ No Added Salt
- ★ No Refined Sugars

The packaging is bright orange. It features illustrations of almonds, hazelnuts, and a circular inset showing the granola. A stylized illustration of a woman's open mouth is at the bottom.



**RUDE HEALTH**

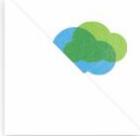
Puffed Oats

Light, toasty, whole-grain oats

**NO ADDED SUGAR**

- ★ No Added Salt
- ★ High Fibre
- ★ Heart Healthy

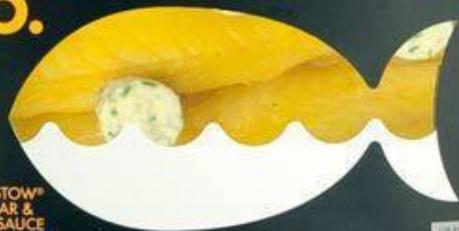
The packaging is light green. It features a stylized illustration of a woman in a striped shirt and teal shorts, jumping joyfully. A circular inset shows the puffed oats. The background has a pattern of wheat stalks.



# EXPERIENTIAL

**THE  
SAUCY  
FISH  
CO.**

**FOIL  
BAKE  
BAG** NO TOUCH  
NO SMELL  
NO FUSS



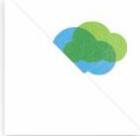
DAVIDSTOW®  
CHEDDAR &  
CHIVE SAUCE  
SMASHING ON  
SMOKED HADDOCK  
2 FILLETS  
240g e





**We can't just tell you  
we have to show you...**





# SUSTAINABILITY

Easy Tear  Resealable

**ECO REFILL** **97%  
LESS**  
PACKAGING WEIGHT\*



Collect  
**20**  
POINTS  
*with this pack*

**Kenco**



*Smooth*

premium blend for superior smoothness





Win over consumers



# ON-THE-GO LIFESTYLES



2 cups of SPECIALTY COFFEE BREWED in THE BAG

GROWER'S CUP®  
KNOW WHERE YOUR COFFEE IS FROM!

NGORO  
NGORO



MOUNTAIN  
COFFEE

Tanzania

FINEST

SINGLE ESTATE  
Specialty  
COFFEE

GROWER'S CUP®  
World's best coffee brew..!

2 cups of SPECIALTY COFFEE BREWED in THE BAG

GROWER'S CUP®  
KNOW WHERE YOUR COFFEE IS FROM!  
NGORO  
NGORO  
MOUNTAIN  
COFFEE  
Tanzania  
FINEST  
Specialty  
COFFEE

GROWER'S CUP®  
World's best coffee brew..!











# PERSONALISATION



**IONA WOLFF**  
YEAST EXTRACT



WITH IN B VITAMINS • 100% VEGETARIAN

**JO KING**  
YEAST EXTRACT



WITH IN B VITAMINS • 100% VEGETARIAN





**HEINZ**

Cream of  
**Tomato**  
soup



Give a personalised  
**Get Well Soon**  
Gift on 

sup  
STAR

OUR BARISTA  
**PROMISE**

Love your beverage  
or let us know.  
We'll always  
make it right.

Cassika



**LESS IS MORE**









SEGGIANO



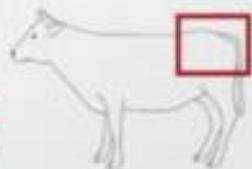
linguine organic pasta

250g - 8.5oz  
NET WEIGHT

linguine drawn pasta, slow dried and  
made with organically grown durum  
wheat from the Val d'Orcia, Tuscany



**CORELLA**



**VEDELLA**  
vacca

Tronco de vacca de gran qualitat seleccionada i elaborada seguint els criteris de qualitat de la Denominació de Protecció Geogràfica "Carn de Vacca de Catalunya".  
Elaborat seguint els criteris de qualitat de la Denominació de Protecció Geogràfica "Carn de Vacca de Catalunya".  
www.corella.cat

[www.corella.cat](http://www.corella.cat)

**CORELLA**



**POLLASTRE**  
pollastre

Pol·la de gran qualitat seleccionada i elaborada seguint els criteris de qualitat de la Denominació de Protecció Geogràfica "Pollastre de Catalunya".  
Elaborat seguint els criteris de qualitat de la Denominació de Protecció Geogràfica "Pollastre de Catalunya".  
www.corella.cat

[www.corella.cat](http://www.corella.cat)



*“Different” and “New” are relatively easy.*

*Doing something that is genuinely better ... is hard.*

*Jony Ive  
CDO, Apple*





The Thinking House

BORD BIA INSIGHT CENTRE

# The Power of Packaging

Thank You