

DeMo are specialist packaging designers for FMCG.

Our wealth of experience includes foods and beverages, confectionery, household products and health & beauty.

Our personable, creative team focus on bridging the gap between strategy and brand execution to make a positive connection with the consumer.

If you would like to know more about DeMo and what makes us tick, check out our website. www.demodesign.com.au or call us on +61 2 9211 2966

All About Packaging

Welcome to **All About Packaging** which we distribute to our associates, friends, clients and partners who share our passion in packaging.

If you think that anyone you know might get some value out of reading **AAP**, please feel free to pass it on, and equally if you prefer not to receive our updates please let us know.

The Virtues of Handlettering

Sometimes, in order to give a brand a unique personality or to describe the characteristics of a product, we need to look beyond the vast selection of fonts that are available to us at the flick of the keyboard, and create a more discernable look with hand lettering.

When DeMo was briefed to update Nestlé's **Top n' Fill** packaging to better reflect the products position in the baking category, the first consideration we gave to the overall concept was to inject more personality into the brand. We enlisted the talents of a lettering artist to draw a fluid script rendition of 'caramel.' This not only helped to give the sub brand the up-beat friendly personality of a product which is regarded as a treat but also gave it extra appetite appeal, along with the updated photography of Caramel topping poured over ice cream. Other examples of handlettering making an important contribution to packaging communication can be seen in Keith Morris' lettering for **Moccona Arôme**.

Keith shares his thoughts:

'Communication' is described as 'the exchange of thoughts, messages, or information, as by speech, signals, writing or behaviour'...



... in today's society we have an incredible array of communicative tools to achieve this aim. In graphic design there is an infinite amount of ways we can communicate visually the message we want the consumer to absorb. 'Lettering design' is but one, though within that craft 'visual expression' is endless. The craft of lettering today is as important as ever in helping to give 'ownership' to the product or idea that will be communicated to the end user.



Cafe
Latte

Arôme

Veri Deli



Lettering examples courtesy of Keith Morris



Does this look alright from the Back?

We all know the benefits of a great looking pack. For many products the packaging is the branding, it's the last and best chance to grab consumers attention this side of the counter. With only seconds to impress, the front of pack can influence whether we buy one brand over another using good colours, arresting photography or illustration and bold typography. But what about the other pack surfaces? If we have managed to persuade the consumer to pick our pack off the shelf, the very next thing they do is turn the pack over.

The back of pack, space allowing, is a wonderful opportunity to cross promote, tell a story about a product or brand, show recipes or usage information or just convince the purchaser that this is the product to buy. Here is a chance to not only inform, but to excite and raise expectations.

To devote the back of pack purely to house legal mandatories and company accolades is a missed opportunity to connect further with consumer emotions and increase product sales.

Some fantastic examples of good use of the back of pack can be found, including Unilever's Continental soup, which manages to showcase the other great flavours in their Cup-a-Soup range. We picked up some good examples overseas too.

In our opinion many packs fall down miserably with valuable space wasted on information that the consumer may find of little interest.

A great test for any packaging would be to imagine the product is merchandised with the back of pack facing out towards the consumer, would it still sell? Does it tell a story? And could you tell that it belonged to the brand, even if you couldn't see the front face??



There have been many who have imitated the shape of the bottle and the famous green glass, but today the shape lives on and is now replicated in light weight unbreakable plastic for truly portable refreshment.



Our favourite Perrier bottle is the limited edition shrink sleeve design which adds a sense of fun to the classic bottle shape.

The little green bottle, a design classic...

The origins of this very French product go way back to the days of the Roman empire. According to the official website, legend has it that Hannibal and his army, after crossing Spain on their way to conquer Rome, decided to set up camp on the site of what would become known, much later, as *Les Bouillens*. They found an ideal *bivouac*: water from the carbonated spring was plentiful, and the soldiers found it remarkably refreshing. It was the Romans who were attributed with building the first stone basin at the site of the spring, along with a few buildings. These installations were a precursor to the spa that would be built on the site much later on.

In 1769, the Granier family purchased the Bouillens estate. Alphonse Granier was the first to take an interest in the spring in 1841. However, commercial operation really took hold only in 1863, when Napoleon III signed a decree acknowledging that the spring water was a natural mineral water. Thanks to numerous scientific studies confirming the water's virtues, the spa welcomed its first health-seekers.

After the spring passed through numerous owners hands it was in 1894, that the spring was leased, with an option to purchase, to a doctor from Nîmes. That's when the name *Perrier* was first associated with the spring water. In 1898, Louis Perrier took over ownership of the Bouillens estate.

Dr. Perrier was a fascinating character, who was involved in politics as well as running a medical practise. He wrote many articles on the virtues of thermal water and applied for a variety of patents. The physician devoted himself entirely to the spring and to perfecting a glass bottle with a hermetically sealed cap, so he could package and ship water that contained three times its volume in carbonation.

Perrier's dream was to conquer the French bottled water market, when at a time when wine, beer and absinthe were more the norm. Today the brand is exported around the world. Perrier produces 860 million bottles annually, and though it doesn't release the numbers for Perrier alone, its French parent company, Nestlé Waters France, a conglomerate of 77 different brands, posted sales of 8.1 billion Swiss francs (US\$ 6.5B) in 2003.

The classic bottle shape and label design have inspired many artists including Andy Warhol.

just a thought...

Don't sweat the petty things &
don't pet the sweaty things