

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.

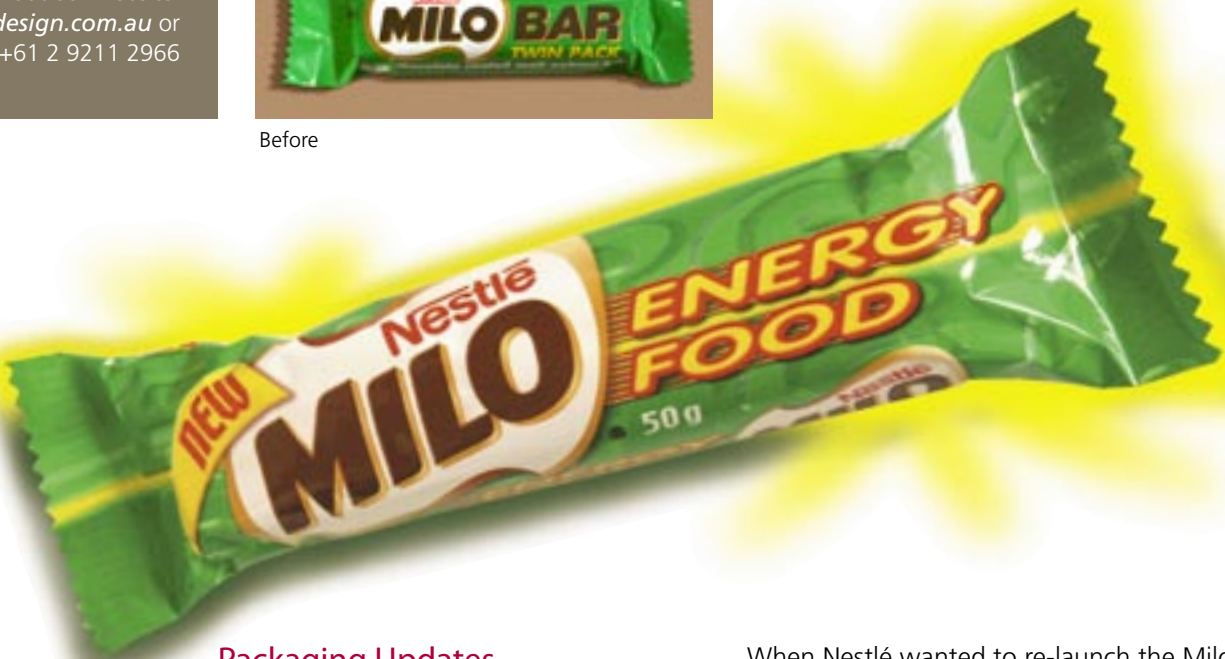
If you would like to know more about DeMo and what makes us tick, check out our website. [www.demodesign.com.au](http://www.demodesign.com.au) or call us on +61 2 9211 2966

## 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.



Before



### Packaging Updates *Keep it fresh, but familiar...*

When a manufacturer decides that a brand needs a revamp, due to new product formulation, or to reposition the brand, designers need to create an effective contemporary design that doesn't confuse the consumer.

The brand equity is important and needs to be maintained with the new packaging. You can build the new design by evaluating what consumers still relate to and what is still relevant for the brand.

It is also important to relate to the consumers in the present day market, they will be different to the demographic buying the product as recently as five years ago.

When Nestlé wanted to re-launch the Milo brand in confectionery with a new medium and king size bar, DeMo were briefed for the new packaging design. Although they already had a Milo bar in the confectionery aisles, Nestlé wanted to replace it with a new formulation and give it a new Energy positioning, for teen hunger. We also needed to communicate that the Milo bar had changed, and give it a reason for purchase again. The result was a pack that built on the brand values and equity with a new, exuberant energetic appeal.

**MILO Energy Bar!**





The Chupa Chups Logo was designed by Salvador Dali in 1968

### What's in a Name?

The need for a good brand name originates with the consumer. We need to identify, remember and compare brands. A good brand name will be short, distinctive, pronouncable protectable and above all, *likeable*. The challenge of course is to find a name that has not already been registered! All the good names seem to have gone and this probably explains why some of the players are starting to push the boundaries with names like Google, Yahoo, Strawberry Frog and the like. *Even Apple computers have had tussells with the Beatles' recording label over the use of the name.*

The right name can be a brand's most valuable asset driving differentiation and acceptance.

Names don't always have to be native language to work on a global scale, and one we like is *Chupa Chups*. The well known caramel filled lollipops were branded by Spanish confectionery maker Eric Bernat. He picked the name to appeal to kids– Chupa Chups comes from

the verb '*Chupa* – which means to suck' The name also has a delightful resonance with smacking lips. *H2Go* boasts a very clever name, combining the periodic table formula for water with the exercise and active associative word 'GO'. Other names we love are RAID pest repellents, 'Gulp' drinking yoghurts and of course, the delightful *Schmuckers* Peanut butter!





### Packaging Innovation

During her supermarket recce in the UK, Lisa found some inspiring stuff whilst cruising the mega-wide aisles of Sainsbury's, Tesco and the like. One of the most innovative packs in the biscuit category has to be **McVities Jaffa cakes**. A multipack of biscuits; for use in lunch boxes and picnics, the Mini Jaffa Cakes are housed in 6x6 individual, tear off packs which fold into a shape not much larger than an egg carton. The powerful graphics are printed on a wrap around cardboard sleeve and the bright orange plastic carton is moulded to resemble **orange peel**. A real winner!

We will feature more examples of good finds in the coming issues.

### Book Review: The Visionary Package

*The Visionary Package*, written by two partners in the packaging design world, Richard Gertsman & Herbert Meyers, is a personal account of the design challenges encountered by the authors and their responses to those challenges. It is an informative look at the history of packaging design, and will appeal to industry professionals as well as the uninitiated. A thoroughly enjoyable read!

Check out this book from [Amazon](http://www.amazon.com)  
[www.amazon.com](http://www.amazon.com)

If you would like to receive a copy of DeMo's most recent portfolio of work, email [kiri@demodesign.com.au](mailto:kiri@demodesign.com.au)!

just a thought...

'A brand is a person's gut feeling about a product, service or company, **it's not what YOU say, it's what THEY say.**' Marty Neumeier

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