

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.



Point of Difference...

We all know the unwritten goals of effective design are to identify, to inform, to entertain and to persuade, but brand packaging has a fifth goal: to differentiate. Our visual system is wired to distinguish the differences we see, looking for contrasts between dark and light, fat and thin, big and small. When we come upon a new product or pack that uses contrast not only in design but in its very concept we find it aesthetically pleasing – we like it.

Natures Oven have stormed into the snacking category with their very different new range of **a.o. snack bars**. If you haven't spotted the Ads yet, with their adult implications visit www.aotaste.com; where you can view the Ad, download screensavers and 'Make Your Perfect Partner'!

The concept of an 'adults only' bar, in what has traditionally become a school lunch box product is a brilliant move and the packaging boasts simple, contemporary graphics, coupled with endearing characters created using the ingredients of the variants. The pearlescent substrate on the individual flow wraps gives the brand a sophisticated premium feel and the copy has been cleverly written to establish this new product as a serious contender.

Where all the competitors seem to be using the tried and tested 'swoosh' of colour, standard product shot and colour coding, Natures Oven have forged ahead with something completely different, and will be well deserving of the anticipated sales with this long overdue shake up of the category. Fantastic!





Above Right: By changing both the graphics and pack shape, Palmolive Naturals have achieved a contemporary face lift which now has great shelf stand out.

Above: DeMo were asked by Nestlé Confectionery to update their Peppermint Crisp to better reflect the product attributes and give the brand some personality.

Packaging Makeovers

There seems to be a trend at the moment for manufacturers to base their press and TV ad campaigns on the fact that their packaging has had a makeover (think Continental product ranges and Sakata's Rice Snacks). Companies are making a big deal out of their new and improved packaging and with good reason. Most brands are updated to keep up with and exceed the category expectations, increase market share by expanding the purchasing audience, or to stave off the competitors vying for a larger slice of the market share pie. Packaging redesign is part logic and science, and part knowledge of how the target consumers think. But the most successful updates are usually based on intuition, creating a fresh design, whilst retaining a strong element of the existing brand properties.

No Water

Neau (pronounced 'no' in English) is a new brand of water in the Netherlands. Sold as an empty bottle, which can be filled with regular tap water as often as you like, Neau aims to make people conscious of the worldwide water problem. Customers buy a PET bottle for \$2.23US which, instead of water, contains a rolled-up Neau flyer emphasising the lousy quality and the total lack of drinkable water in Third World Countries. Neau goes one step further by donating revenues from their campaign to Third World water projects.





Book Review

Looking for inspiration? We found *Exploring Package Design*, by Chuck Groth, which examines the complete process for creating successful packaging. Case studies highlight the stages; from identifying a target audience, developing packaging forms, creating mock-ups and the production process. What makes this book different is its useful packaging patterns and a short history of packaging design.

www.amazon.com.

All the Fun of Christmas

As the festive season swings into focus look out for Nestlé's New Christmas Range. DeMo were asked to create an umbrella brand for Nestlé confectionery to encompass "All the Fun of Christmas" and to establish a sea of red instore. We incorporated the Nestlé Confectionery Choclove logo into a strong device with a magical feel which works across all Gifting products for 2005.

If you would like to feature in AAP; just drop us an email with the details. kiri@demodesign.com.au.

just a thought...

'By asking for the impossible, obtain the best possible.' Italian Proverb