

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 focuses 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 at [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!** We distribute this newsletter to our associates, friends, clients and partners who share our passion for packaging. If you think that anyone you know might get some value out of reading **AAP**, please feel free to pass it on. Equally if you prefer not to receive our updates please let us know.



### The demise of the barcode?

We were interested to read about a relatively new technology in product identification called [Radio Frequency Transmission \(RFID\)](#). This rice-grain-sized chip is capable of storing all legal mandatories that can be read via mobile phone or a spoken recorded voice and can hold and communicate information regarding expiry dates and product replacement. This could mean far more creative space for designs leaving more room on the back of packs and side panels for cross promotion, added product information and selling points. However, costly unit prices for the chips, radio frequency interference issues with some products and consumer uneasiness regarding privacy are among several challenges that need to be overcome for a mass roll out of the smart tag technology.

The German retail giant Metro is leading the smart tag charge in Europe and operates Europe's largest RFID test bed, but according to Gerd Wolfram, Managing Director of MGI METRO group Information Technology the replacement of barcodes is still some time away.

"We will see RFID increasingly replace barcodes for certain products but the technology won't be used to identify all products for a good 15 years or more." He concedes that consumers need to know that RFID is giving them a richer shopping experience and is not about tracking their whereabouts.

*Images from [www.brandchannel.com](http://www.brandchannel.com)*





### What's new?

We are delighted to see the successful launch of two new products to the market this month:

*Above Right: MIXT, 50% Juice 50% Fizz.*

*Below right: Kit Kat Temptations.  
Hand lettering done by  
www.keithmorris.com.au*

#### MIXT - taking on the soft drinks market:

Frucor Beverages appointed DeMo to design the labels for their new challenger in the soft drinks market.

The objective was to create a brand personality and design concept for a new product offering. As Mixt has a combination of 50% real fruit juice and 50% fizz, the design challenge was to bring two categories together into one design. To achieve this

we went in search of the best cues from each sector. We sought to capture the spontaneous, fun and sociable nature of carbonated soft drinks, while extolling the health benefits of juices.

#### KIT KAT - a new temptation:

Nestlé engaged DeMo to design packaging for its more indulgent Kit Kat offering to compete at the premium end of the category.

We made strong use of the foil element in place of the traditional Kit Kat red, to create a premium feel for the brand. We commissioned Keith Morris to create the hand lettering for the Temptations brand. Kit Kat Temptations was launched February 2006.

just a thought...

'Creativity is a type of learning process where the teacher and pupil are located in the same individual.'

Arthur Koestler

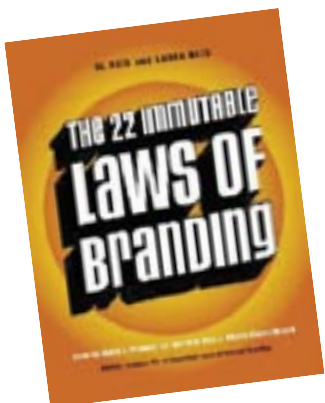




Above Right: Arla's Yoggi Yalla!

Above Left: The Arla logo

Below: The 22 Immutable Laws of Branding



## Yoghurt sector yields to Yogi Yalla

*"We know that consumers want new and interesting flavour combinations"* said project manager Madaline Gossner in regards to the booming launch of *Yoggi Yalla*.

Launched four years ago in Sweden, this drinking yoghurt is Arla Food's greatest success. Its fresh white packaging features concentric circle patterns of various colours, depicting innovative flavour variants, such as Raspberry-Pomegranate-Guarana. Appealing to over 72% of drinking yoghurt consumers, this fun and simple brand is bang on target.

## Southern Cross Awards

We were happy to accept an invitation to speak at the 2006 Southern Cross Awards Conference in Sydney at the Powerhouse Museum on April 3rd. The purpose of the conference is to provide students with the opportunity to hear from leading designers within the industry and give them valuable insight into the 'real world.' Definitely a worthwhile cause.

[www.packcoun.com.au](http://www.packcoun.com.au)

## Book Review: The 22 Immutable Laws of Branding

Released in 2004, this is a step-by-step guide on how to build your product or service into a brand. This is the most successful (and perhaps only) way to really stand out from the crowd in today's market place. It covers an array of topics, including internet branding, and debates the various strategies and secrets employed across industries and within companies, big and small.

*20. "The Law of Change - brands can be changed, but only infrequently and only very carefully. Brand changing does not occur inside a company- it occurs inside the mind of the consumer..."*

Authors Laura & Al Ries guide and encourage businesses to break away from conventional wisdom of brand development.

[www.amazon.com](http://www.amazon.com).