

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 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.



Above Right: Joint Juice Mini cans with Molson's packaged Cold Shots.

Small is the New Big

Introducing the mini can: the next big trend in canned beverage packaging! Designed to grow the health conscious segment of the market, these petite drinks are set to pack a big punch, with their many advantages:

- They're another packaging choice for consumers ensuring there's a canned beverage to meet their needs at any time
- At 137-150mL, portion control and portability are easy
- The perfect "top-me-up" solution
- Improved shipping logistics and reduced costs

Molson's Cold Shots were recently introduced into the Canadian premium beer market, in sleek, silver mini cans that proved very popular in consumer research. The name Cold Shots plays on the fact that the product is small and best consumed very cold. At the other end of the spectrum is Joint Juice, which was recently repackaged as a mini can. Aimed at older consumers, it contains an ingredient that is intended to relieve joint pain. At the big end of town, Pepsi, Coke, and other

leading brands are also opting for this innovation. Pepsi has launched a very clever advertisement for their new mini cans and their research has shown that many of today's consumers see the mini can as a way of limiting their calorie intake. Available at supermarkets or in bulk from the manufacturer, we think these attractive party-practical cans are a winner

Positive Pester Power

According to one recent study, children affect over 60% of the family's supermarket purchases. What's more, kids are a self-replenishing resource. According to Disney and other licensors of kids' products, the generational cycle is eight years from about four to 12 years of age - just long enough to get a product through Research & Development

When walking around the supermarkets we are bombarded with brands and products aimed at kids or Mums as the main purchaser for kids with free giveaways, character endorsements and hard-to-resist competitions.

Below: Advertisement for Pepsi mini cans (one of four).





Above: Childrens food products from Kellogg, Sanitarium, Paradise, Splash, National Foods and Bakers Finest.

Children are an interesting demographic. They can be irrational, impulsive, compulsive, and generally feel that the earth spins on an axis that has them in the centre. Actually, they sound a lot like some adults! But how do we ensure that marketing efforts aimed squarely at children remain ethical in a society where advertising receives significant blame for juvenile health problems such as obesity and diabetes?

Nic Jones of Jammy Rascals, a UK based strategic marketing agency ([HYPERLINK "http://www.jammyrascals.com.uk"](http://www.jammyrascals.com.uk)), claims to have an ethos that his company always puts kids first. "At Jammy, we develop strategies from a kid's point of view, giving confidence that we do not exploit or under-value our consumers" says Jones.

While it is unclear if this ethos has filtered through to the majority of the industry, it appears some are willing to change, provided their business plans are not compromised

In the Australian market two good examples are Sanitarium's WeetBix for Kids, complete with The Wiggles endorsement but with better-for-you benefits for kids 1- 5 years, and Cereal Partners' Nesquik Cereal with added wholemeal and reduced sugar.

Companies should, if possible, improve its products and, therefore, kids' health. Nic Jones has an interesting philosophy on how we could empower kids in the R&D phase of producing the foods they eat.

With their huge marketing budgets, why don't the major manufacturing giants allocate funds to research kids' ideas for new product development? Imagine marketing a product to kids in which they had some degree of ownership! Jones calls the outcome of this process Positive Pester Power.

Kids may not be able to grasp the essentials of the manufacturing process, but they do possess opinions, lifestyles and attributes and, most importantly, they have standards set by their own social community in the home, on the computer and in the playground. These standards vary a great deal from culture to culture, but there are some overriding themes shared by kids of all cultures:

- They want to fit in
- They want to find their position in their community
- They want to contribute to their society

Kids have an affinity for one another and they want the adult world to care about anything that will affect their future. This affinity and compassion can be harnessed as energy for ethical kids' marketing. It is this energy that is the fundamental ethos behind Positive Pester Power.

By positively harnessing kids' attitudes and having them pester their parents for brands because of their positive ethos, companies that adopt these policies will remain ethical while marketing products to kids.



Kiri is Moving On

Our Studio Manager, Kiri, has left DeMo to pursue her love of packaging. She has been offered a position at another studio as a Packaging Designer. Kiri's last day was June 2, after we had a farewell lunch of course!

However, she will keep in touch, sending us interesting packaging facts and will be an avid AAP subscriber.

Standing out from the crowd

Amongst our research this month, we stumbled across a very interesting product which looks to be hitting shelves soon. Using a tiny electronic unit with an LED and silicon chip, Cognifex Ltd has developed a way of illuminating bottles, opening up a world of possibilities for the marketing and promotion of beverages.

The unit is designed to fit on the bottom of standard sized beverage bottles and can be triggered to light up in almost any colour. Activation methods include manual depression of a switch, pulling a tab, removal of a cap or lid with a special opener, an infrared signal, magnetic switching and an external radio-frequency signal. This unit can be programmed to last anywhere between five minutes to



several months, which will give the brand owner the effect they wish for. Products can be illuminated in red, white, blue, green, yellow, ultra-violet (UV) and even combinations of colours - as well as flashing or pulsing patterns. What a fantastic way to differentiate a product and more effectively compete for the attention of busy consumers!

Above Right: Kelloggs LCMs packaging.

Far Right: Display of illuminated bottles, range of colours available

Above: Saying goodbye to our studio manager kiri.