

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 9360 3500

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.



Below/Right: Premium juice packaging designs from the UK.



Irresistibly delicious photography

Packaging is not only about carefully considered typography and branding. Appealing photography is just as important as illustrated in our two featured examples.

As you can see, in this instance photography has taken centre stage to provide appetite appeal, well ahead of typography design and even company branding.

While quite similar in approach, these two packaging designs were found in two different ranges stores in the UK and really stood out on a crowded juice shelf.

The photographic imagery is so bold and powerful that the typography doesn't need to scream out. In fact, if we were to eliminate all the text on the package, there would still be no doubt about what was on offer.

You can just imagine that beautiful fresh fruit has literally been squeezed directly into these distinctive shaped bottles and the more usual Tetra Pak cartons – what better way to sell juice. It's a simple and strong idea that really catches the eye and delights the tastebuds.





Above right: Coolwater's three available flavours in the UK.

Below: Book review: Breakaway Brand

Books: Breakaway Brand - How great brands stand out

Wondering what makes a brand break away and become a huge success? Well, get your hands on the latest and greatest book by Francis J. Kelly III and Barry Silverstein called *The Breakaway Brand—How great brands stand out*.

The book explores how certain brands stand out not only in their own product categories, but also among all brands. It explains why brands must be willing to invest resources in developing a distinctive voice, rather than simply spending a huge amount of money on ad campaigns.

You don't have to be Apple or Coke to enjoy this book. The authors declare that "almost any brand, in any category, and on any budget can become a breakaway brand"

With over 50 case studies of some 50 brands in many design related categories, it's a book well worth the reading.



Water made for body and mind

Another innovative concept we recently spotted in the UK is Coolwater. Tapping into the trend towards well-being, balance, herbal medicines, health and fitness, Coolwater is putting a fresh new twist on flavoured waters.

Special ingredients are mixed with pure water to provide a 'healthier' choice in water with varieties including Detox, Boost and Trim. More than just flavouring, the formulations are designed with a specific health benefit in mind.

As the name suggests, the Detox blend includes a mix of minerals to provide energy and rehydration to people suffering the effects of the party life. Boost includes minerals to lift concentration and stimulate us to function more productively at work or play. The additives in Trim are designed to lower appetite to assist with dieting and weight loss.

While the design of the label could be polished up a little more, we think the unique concept and strategy behind the product itself more than makes up for it.