

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

Side: Naoto Fukasawa's unique packaging for fruit juice.

Below: Close up of Fukasawa work

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.

Fukasawa has gone totally bananas!

Here's another brilliant concept, beautifully executed, from one of Japan's most influential designers Naoto Fukasawa.

From paper shredder and cell phones to the chandelier and tea bags, Naoto Fukasawa has developed dozens of successful and unique products over nearly three influential decades of work. Fukasawa is known for playing with our memories of existing objects to encourage us to forge an emotional rapport with new ones.

That's exactly what he's done with this wonderfully designed and crafted tetra pack. In this project, he hit upon the seemingly obvious idea of packaging fruit juices in cartons created as replicas of the skin of the original fruit – for example bananas, peaches and kiwifruit.

We've seen it done with printed imagery, but never to this extent of replicating the skin itself. The pure simplicity of the packaging helps the product really stand out.

It's ingenious in the way that it communicates so many powerful messages about the product – fresh, natural, tasty and healthy – without saying a word. It's reminiscent of sticking a straw into a coconut for pure, fresh coconut milk.



Above : POS material used for Downunder Australian Vodka

Below: Label design for Vodka Downunder.



Turning Vodka packaging on its head

In recent years, Vodka's gone global. It seems you can hardly call yourself a country unless you've got your very own brand! Introducing Downunder Vodka, a uniquely Australian-looking product bottled in Melbourne and imported into the US.

According to brand marketer, Heartland Spirits Group, Downunder Vodka – which sports the iconic boomerang image – represents the essence of Australia life. 'Free-spirited, easy-going and heaps of fun.'

It's triple-distilled from molasses extracted from 100 percent Australian-grown sugar cane. The use of a copper distillation column, they say, imparts a taste that's unique to the Aussie brand.

The stylish and eye-catching identity has been carried through from the product to the marketing and POS material very effectively. In store, the bottles are cleverly

presented upside down in their display unit to enable readers to read the label. Playing on the 'downunder' concept, globally known as a reference to Australia, is a fun and clever adaptation of this simple idea.

However, with Vodka famous for its frosty-weathered Northern European origins, you might ask "What is the relevance/benefit of a Vodka being from Australia?"

Rather than simply falling back on 'being Australian' as the differentiator, could there have been a way to tie this uniqueness to a benefit? Maybe the freshness of the Snowy Mountains, the richness of sun-drenched Aussie sugar cane, the unique taste of the copper distillation or even building a factual or fictional story around a tough early Russian settler?

All just food for thought... Perhaps, as with other success stories such as Yellow Tail wines, the global craving for boomerangs, kangaroos and koalas is strong enough to stand out.

By the way, if you're in the business, they're looking for a local distributor to share the love with Australians, because at the moment they only export to America.

Right : Original pack and Demo's take on how it could look

Below: Development work exploring ways of depicting brand name.



Existing packaging



Introducing our first DeMo extreme makeover!

As we announced last month, we are pleased to kick off our new extreme makeover feature. Every second month or so, we'll be making over the packaging of a product suggested by our readers. Our first patient is a herbal tea product that we came across on www.bevnet.com.

While we like the idea of a herbal soft drink with less sweeteners than most, the DeMo Design team felt that the branding and label design were letting it down. In a competitive and fast-growing market, products like these can live or die by their packaging.

The challenges:

After reviewing the product we made the following observations:

- The T42 (tea for two) logotype was too easily misread as T 42
- The overall look was dated and less appealing that it could be
- The feel was not indicative of a 'natural' product
- The illustration of the fruit lacked appetite appeal and there were no refreshment cues

Our solution:

The DeMo Design team went to work on creating a new look for this great product:

- We updated the logotype to look more natural and wholesome
- We increased the appetite appeal by using more natural, organic-looking produce to depict the flavour variant
- While recognising that black is currently an important part of the overall brand, we increased the use of white for the background to add freshness
- We have linked the product 'Herbal Tea' descriptor to the branding

With these updates to the existing label, we feel the product is transformed into a healthier and more appealing package. This outcome can be achieved without changing the overall packaging format.

If you have a potential makeover candidate, or if *your* brand needs a makeover, let us know at mail@demodesign.com.au

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