

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

Right and Below: Examples of how colour works within various packaging



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.



How important is colour in packaging?

With just a moment for your packaging design to jump off the shelf and attract a busy shopper, you don't have a second chance to make a first impression. As the most obvious first line of attraction, the colour you choose is critically important.

It was not until after 1950 that serious attention was given to what the container of a product looked like. Most items were packaged in functional wrappers designed to protect and deliver the product in good condition.

However, with impulse purchasing now making up almost 75 percent of consumer spending, packaging is central to the success or failure of a product. If the package delivers the wrong message, your product might be left on the shelf. If you start with a colour that's not appealing to your target, the rest of the packaging elements won't even get a look in.

Much research goes into the product prior to it being launched including bold versus soft colours, typography, placement of devices

on pack and pack structure. Researchers and designers know that people react differently to different colours and, through physiological response testing, certain patterns of behaviour can be traced. Colours send subliminal messages to people and most of us react fundamentally the same to certain colours.

For example, white is known for purity and freshness and often used to create a 'clean' feeling on bathroom, kitchen, hygiene and dairy products. Black is typically related to high quality, sophisticated, luxurious and more expensive products. In the past, green was avoided because it was felt that it made consumers think of mouldy food, although it is now back in favour. Green is now commonly used in low-calorie packaging and as a highlighter on product banners to bring attention to the no-fat, low-fat labelling. See the examples on this page.

These days, with changing colour trends and the ever-changing consumer tastes, the average life span of a package is just two and a half years. If a company doesn't invest in repackaging efforts, the product itself will very quickly look like yesterday's news and a more contemporary product can take market share.



Above and Below: Three of DeMo's new design options

A new look for a 115 year old brand

Under the microscope this month is a well-established range of satay sauces from 'Ayam Authentic Asian'.

While Ayam is a recognised brand with a distinct look, in an increasingly cluttered sauce category we felt it could work even harder by simplifying the information being communicated.

The challenges:

- The product variant name was not clearly legible on shelf
- The overall look and feel was a little tired and old fashioned
- Not a bold differentiation in its shelf presence
- Food styling dated and not maximising appetite appeal
- Location and font of text at the bottom is hard to read

The origin of the Ayam trademark goes back to the year 1892 and it is a trusted brand, so the most effective option will likely be one that doesn't change the look completely.

Our goal was to add a fresh, modern appeal while staying true to the traditions of the brand so as not to alienate existing loyal customers.

DeMo's solution:

- Ensure the product name is clear and legible from a distance
- Freshen up the look and feel with a range of modern design elements
- Combine stronger elements more simply for a stronger shelf presence
- Update the photography in line with modern food styling

Our recommendations are visualised in three quite different concepts ranging from a more subtle rebranding through to a completely fresh modern look.

All maintain the brand's distinctive use of bold colours and are designed to catch the eye, stand out amongst the competition and tempt the buyer on the lookout for a delicious dinner.



The Ayam range prior to makeover