

What works on the Shelf and is your Packaging helping you?

A package protects, displays, preserves (sometimes dispenses) and defines a product. All the main business disciplines of a producing a product impact packaging decisions:

- Branding
- Design
- Marketing
- Operations, Manufacturing
- Cost of Goods
- Legal & Regulatory
- Distribution

The Basics:

- Love your product, be confident in its identity.
- Know and love your customer.
- Study your competitors.
- Have the discipline to think first and plan.
 - Write a positioning statement*
 - List communication objectives in rank order*
 - Know regulatory and manufacturing requirements*
- Tell the truth.
- Review in context of shelf environment.
- Don't forget your original objectives.
- Manage the quality of your production and operations.
- Listen to the marketplace.

Evaluate your Packaging:

- Is it visible, noticeable?
- What is it? Is "what's inside" instantly comprehensible?
- Does the package character match the product character?
- Is it memorable?
- Is it the package you will want 5 years from now, 10 years from now?
- Does it respect the consumer? Is it a pleasure to interface with this package?
- Does it respect the environment?