Contents

Acknowledgments	xiii
Introduction	xv
The Package Is the Product	1
What Packaging Structure Tells the Consumer	
About Your Product	2
What Graphics Tell the Consumer About Your Product	7
What Brand Identity Tells the Consumer About	
Your Product	10
What Copy Tells the Consumer About Your Product	12
What Color Tells the Consumer About Your Product	15
What Pictures Tell the Consumer About Your Product	17

Pretty Picture	21
Creating Brand Personality	22
The Importance of Brand Identity and Brand Equity	
in Packaging	. 24
Constructing a Brand Architecture	32
Brand Extensions and Package Design	34
The Strategic Role of Package Design	37
The Decision to Design	38
Package Redesign to Counter Competitive Pressure	39
Package Design to Update or Reposition an	
Existing Brand	41
Package Design for New Products	47
Package Design for Brand Line Extensions	50
Packaging Relating to Corporate Identity Changes	52
Managing the Dealers Dealer December	
Managing the Package Design Process	54
Taking the Bumps Out of the Road	54 55
Taking the Bumps Out of the Road	55
Taking the Bumps Out of the Road Choosing Your Plan of Action	55
Taking the Bumps Out of the Road Choosing Your Plan of Action Conducting a Thorough Analysis of Your Product C	55 Category 56
Taking the Bumps Out of the Road Choosing Your Plan of Action Conducting a Thorough Analysis of Your Product Charles and Your Competitors' Packaging	55 55 Category 56 58
Taking the Bumps Out of the Road Choosing Your Plan of Action Conducting a Thorough Analysis of Your Product Chanalyzing Your and Your Competitors' Packaging Establishing Clear Brand Positioning Objectives	55 Category 56 58 60
Taking the Bumps Out of the Road Choosing Your Plan of Action Conducting a Thorough Analysis of Your Product Chanalyzing Your and Your Competitors' Packaging Establishing Clear Brand Positioning Objectives Identifying the Attributes of Your Product	55 Category 56 58 60 62 63
Taking the Bumps Out of the Road Choosing Your Plan of Action Conducting a Thorough Analysis of Your Product Chanalyzing Your and Your Competitors' Packaging Establishing Clear Brand Positioning Objectives Identifying the Attributes of Your Product Determining Communication Priorities	55 Category 56 58 60 62 63
Choosing Your Plan of Action Conducting a Thorough Analysis of Your Product Chanalyzing Your and Your Competitors' Packaging Establishing Clear Brand Positioning Objectives Establishing the Attributes of Your Product Determining Communication Priorities Establishing Precisely Targeted Package Design Crit	55 Category 56 58 60 62 63 eria 64
Choosing Your Plan of Action Conducting a Thorough Analysis of Your Product Chanalyzing Your and Your Competitors' Packaging Establishing Clear Brand Positioning Objectives Identifying the Attributes of Your Product Determining Communication Priorities Establishing Precisely Targeted Package Design Criticalized Taking the Bumps Out of the Road	55 Category 56 58 60 62 63 eria 64
Choosing Your Plan of Action Conducting a Thorough Analysis of Your Product Chanalyzing Your and Your Competitors' Packaging Establishing Clear Brand Positioning Objectives Identifying the Attributes of Your Product Determining Communication Priorities Establishing Precisely Targeted Package Design Crit Taking the Bumps Out of the Road Selecting the Designer	55 Category 56 58 60 62 63 eria 64 67
Choosing Your Plan of Action Conducting a Thorough Analysis of Your Product Chanalyzing Your and Your Competitors' Packaging Establishing Clear Brand Positioning Objectives Identifying the Attributes of Your Product Determining Communication Priorities Establishing Precisely Targeted Package Design Criticalism Taking the Bumps Out of the Road Selecting the Designer What Is a Package Designer?	55 Category 56 58 60 62 63 eria 64 67

Working with the Design Consultant	80
Establishing Costs and Timetables	81
Where Do the Design Dollars Go?	82
Ready, Set, Go!	85
Preparing for the Race	87
Steps in a Design Program	88
Orientation Meetings	89
The Marketer's Role as a Catalyst	90
The Linkage Between Advertising and Package Design	91
Develop a Team Dialogue Early	93
Getting to Know Each Other	95
Review of Package Design Criteria	95
Pre-design Consumer Research	96
	97
Category and Marketing Information	
ر ح	
Review of Manufacturing and Packaging Facilities Scheduling Design Development Creative Development:	99 100
Review of Manufacturing and Packaging Facilities Scheduling Design Development Creative Development:	99 100
Review of Manufacturing and Packaging Facilities Scheduling Design Development Creative Development: Where the Rubber Meets the Road	99 100 103
Review of Manufacturing and Packaging Facilities Scheduling Design Development Creative Development: Where the Rubber Meets the Road Graphic Concept Explorations Structural Concept Explorations	103 105 106
Review of Manufacturing and Packaging Facilities Scheduling Design Development Creative Development: Where the Rubber Meets the Road Graphic Concept Explorations Structural Concept Explorations Concept Selection	103 105 106 107
Review of Manufacturing and Packaging Facilities Scheduling Design Development Creative Development: Where the Rubber Meets the Road Graphic Concept Explorations Structural Concept Explorations Concept Selection Refinements and Modifications	103 105 106 107 109
Review of Manufacturing and Packaging Facilities Scheduling Design Development Creative Development: Where the Rubber Meets the Road Graphic Concept Explorations Structural Concept Explorations Concept Selection Refinements and Modifications Packaging Models and Mock-Ups	103 105 106 107 109 110
Review of Manufacturing and Packaging Facilities Scheduling Design Development Creative Development: Where the Rubber Meets the Road Graphic Concept Explorations Structural Concept Explorations Concept Selection Refinements and Modifications Packaging Models and Mock-Ups Package Design Finalization	103 105 106 107 109 110
Review of Manufacturing and Packaging Facilities Scheduling Design Development Creative Development: Where the Rubber Meets the Road Graphic Concept Explorations Structural Concept Explorations Concept Selection Refinements and Modifications Packaging Models and Mock-Ups Package Design Finalization Structural Design Finalization	103 105 106 107 109 110 113
Review of Manufacturing and Packaging Facilities Scheduling Design Development Creative Development: Where the Rubber Meets the Road Graphic Concept Explorations Structural Concept Explorations Concept Selection Refinements and Modifications Packaging Models and Mock-Ups Package Design Finalization Structural Design Finalization Graphic Design Finalization	103 105 106 107 109 110 113 113
Review of Manufacturing and Packaging Facilities Scheduling Design Development Creative Development: Where the Rubber Meets the Road Graphic Concept Explorations Structural Concept Explorations Concept Selection Refinements and Modifications Packaging Models and Mock-Ups Package Design Finalization Structural Design Finalization Graphic Design Finalization Photography for Packaging	103 105 106 107 109 110 113 114 114
Graphic Design Finalization Photography for Packaging Package Design Guidelines	103 105 106 107 109 110 113 114 114 116
Review of Manufacturing and Packaging Facilities Scheduling Design Development Creative Development: Where the Rubber Meets the Road Graphic Concept Explorations Structural Concept Explorations Concept Selection Refinements and Modifications Packaging Models and Mock-Ups Package Design Finalization Structural Design Finalization Graphic Design Finalization Photography for Packaging Package Design Guidelines Structural Design Guidelines	103 105 106 107 109 110 113 114 114 116 116
Review of Manufacturing and Packaging Facilities Scheduling Design Development Creative Development: Where the Rubber Meets the Road Graphic Concept Explorations Structural Concept Explorations Concept Selection Refinements and Modifications Packaging Models and Mock-Ups Package Design Finalization Structural Design Finalization Graphic Design Finalization Photography for Packaging Package Design Guidelines Structural Design Guidelines Graphic Design Guidelines	103 105 106 107 109 110 113 114 114 116 116
Review of Manufacturing and Packaging Facilities Scheduling Design Development Creative Development: Where the Rubber Meets the Road Graphic Concept Explorations Structural Concept Explorations Concept Selection Refinements and Modifications Packaging Models and Mock-Ups Package Design Finalization Structural Design Finalization Graphic Design Finalization Photography for Packaging Package Design Guidelines Structural Design Guidelines Graphic Design Guidelines Electronic Package Design Control Manuals	103 105 106 107 109 110 113 114 114 116 116 117
Review of Manufacturing and Packaging Facilities Scheduling Design Development Creative Development: Where the Rubber Meets the Road Graphic Concept Explorations Structural Concept Explorations Concept Selection Refinements and Modifications Packaging Models and Mock-Ups Package Design Finalization Structural Design Finalization Graphic Design Finalization Photography for Packaging Package Design Guidelines Structural Design Guidelines Graphic Design Guidelines	103 105 106 107 109 110 113 114 114 116 117

8	Consumer Research: Navigating the Category	123
	Determining the Right Consumer Research for	
	Package Design	125
	Determining the Best Consumer Research Procedure	127
	Tachistoscope	130
	Eye-Tracking	130
	Focus Group Interviews	130
	One-on-One Interviews	131
	Simulated Store Tests	132
	Full-Scale Test Markets	133
	Dos and Don'ts of Package Design Testing	133
9	Store Brand Packaging: Friend or Foe?	137
	How Store Brands Got Started	138
	Building a Store Brand Packaging Program	141
	Optimizing the Effectiveness of a Store Brand Program	143
	Not All Store Brand Programs Are Alike	146
10	Package Design for Special Markets	151
	Packaging for Young Consumers	152
	Targeting Kids	152
	There Is No Single Kids Market	154
	Creating Packages for the Kids Market	156
	Packaging for the Fifty-Plus Market	162
	Visual Issues for the Fifty-Plus Consumer	165
	Structural Issues for the Fifty-Plus Consumer	168
11	The Technology of Packaging	173
	Pre-Production Coordination	173
	Scheduling Package Design and Production	175
	What Marketers Should Know About Package	
	Construction and Materials but Are	
	Afraid to Ask	177
	The Most Popular Printing Methods for Packaging	179
	The Most Popular Printing Methods for Packaging	119

est;

Pre-Production Preparation Production and Printing Follow-Up	182 185
Packaging and the Law	187
Keeping Up with the Law	188
Packaging Communications or a Legal Document?	189
Trademarks and Trade Names	191
Trade Dress	193
Color My Image	195
Client-Consultant Relationships and the Law	197
Contracts	197
Ownership of Designs	199
Confidentiality and Noncompete Agreements	200
Post-Project Legal Responsibilities	201
A Final Thought Regarding Packaging and the Law	202
Staying on Target Long-Term	203
Retail Cross-Checking	204
Staying on Target	206
Establishing Internal Monitoring Controls	207
Where Do We Go from Here?	211
Packaging and the Retail Environment	212
Packaging in the Electronic Age	214
The Globalization of Packaging	218
Insights	223
Glossary	253
•	/
Bibliography	269
Index	273
THUCK	2/3

į