

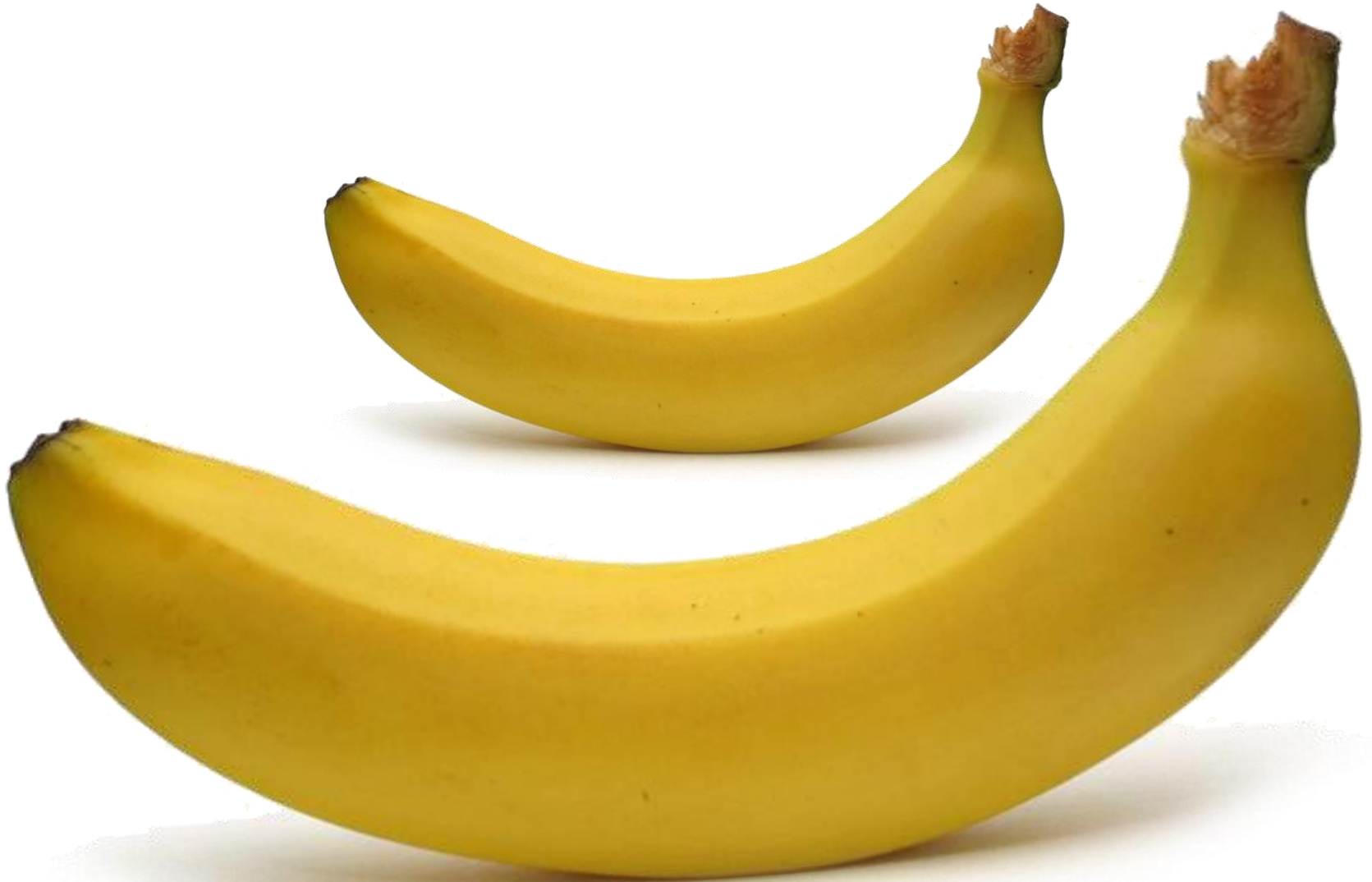


# Engineering Packaging Structure to Enhance Brand Experience with Conceptual Profiling

Presented by Stergios Bititsios

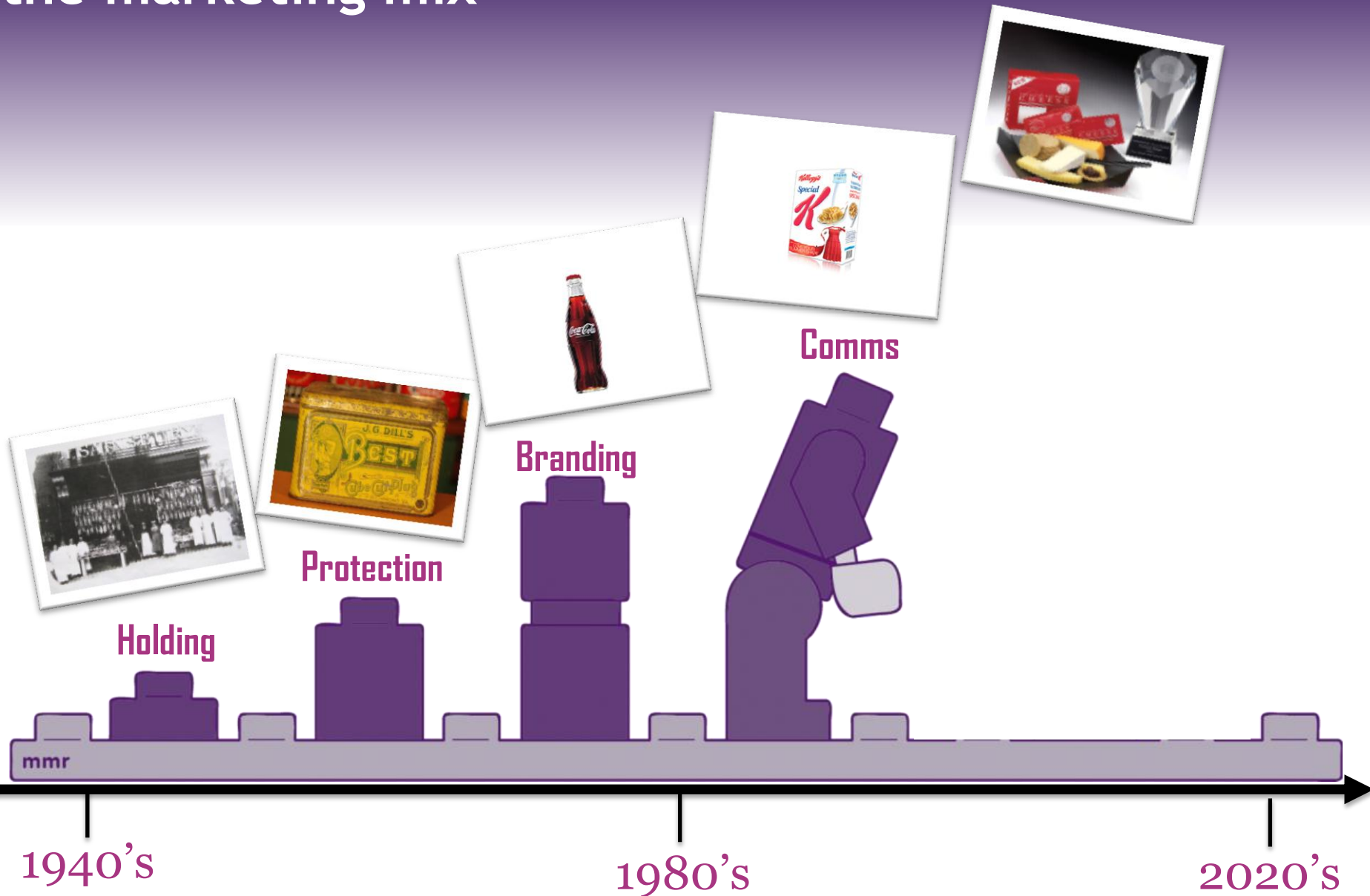


**brands and products need  
packaging to survive...**



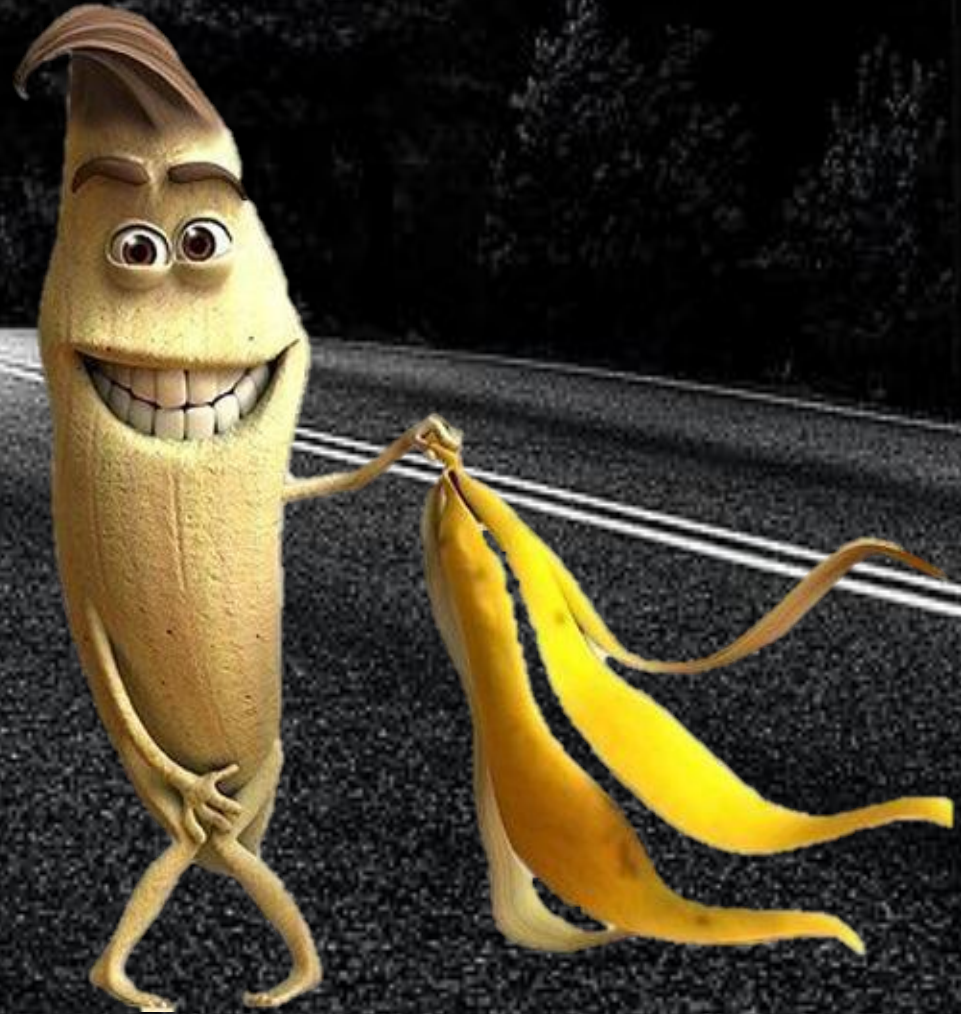
**...today more than ever before**

# the heartland of the marketing mix



# Ignore packaging...and brands and products will suffer

The pack pretty much IS  
the brand - it's the  
embodiment of all the  
functional, emotional  
and sensory qualities  
that brand owners try so  
hard to control



**It's the day-to-day  
personification of  
the brand**



# Its impact extends beyond the supermarket shelves



Its impact extends beyond users themselves



# Its life-cycle transcends that of products



first point of contact



last point of contact



**We sell products  
NOT PACKAGING**



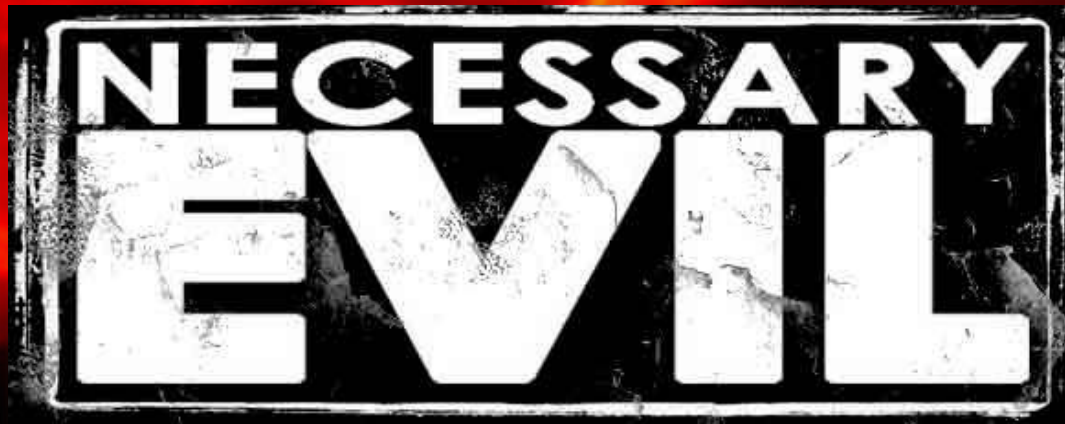
there's no such thing as anti-packaging



but packaging is still quite often seen as a...

**gut feel**

**subjective judgment**



**creative influence**

**flat liking scores**

the brutal truth...



**40%**  
of new packaging fails

**40%**  
of new packaging  
makes no difference

**20%**  
of new packaging  
adds value

# Listening to the True Voice of the Consumer

‘Liking’ is not a valid enough metric to base packaging decisions upon. The real drivers of choice lie beneath the surface

CONSCIOUS / APPARENT

CONCEPTUALISATIONS

These relate to **what things actually mean** to us

**They're crucial!** But almost entirely overlooked by traditional quant research

UNKNOWN ME

Emotion exists here making it almost impossible to access **reliably** via normal research methods



## Structural Design

A truly magnificent opportunity to tap into consumers' perception and memory to secure repeat purchase





How would you go about opening that door?



**Think how many times you  
instinctively pulled instead of  
pushing...**







Unique and consistent structural identity preserves the **brand essence** and enhances key **emotional** and **functional equities** through time...



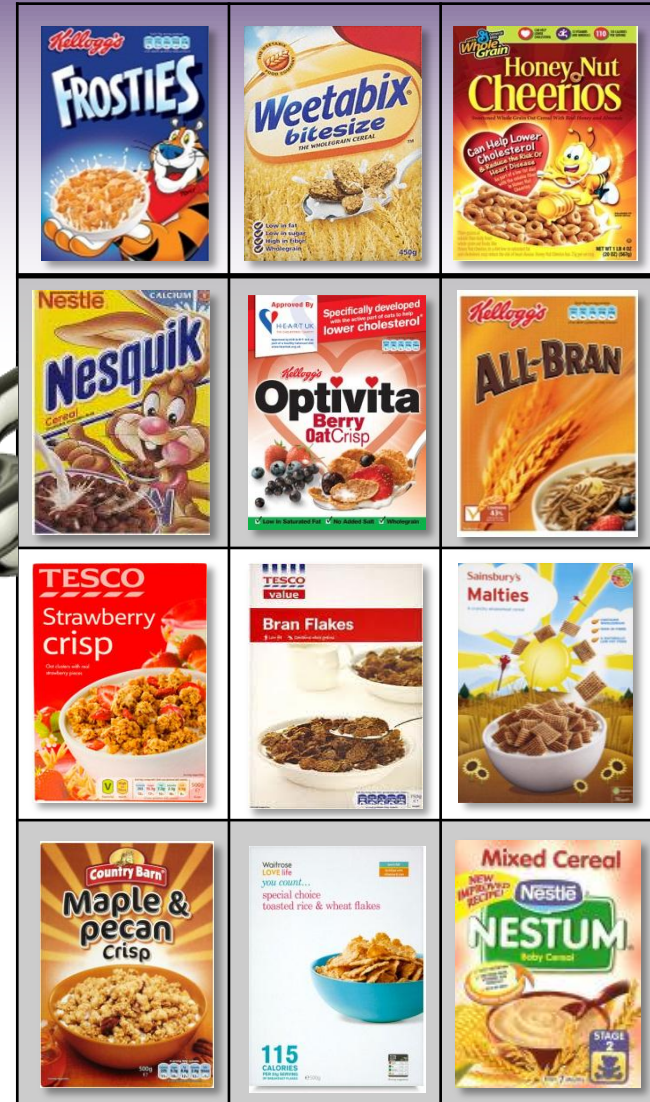
# Who in the food and drink sector does it well?

Retains the brand essence and its recognisability throughout the consumption cycle



# Who doesn't?

Standing out in the crowd is more challenging than ever



# structural design: a strategic priority

40,000  
packaged goods  
available today

8.5 seconds  
average purchase  
time for groceries

1/6 of a second per  
package average  
time spent looking  
at packaging

# Visual Pollution



Visual Pollution

Decision  
Paralysis

Brand  
Paralysis



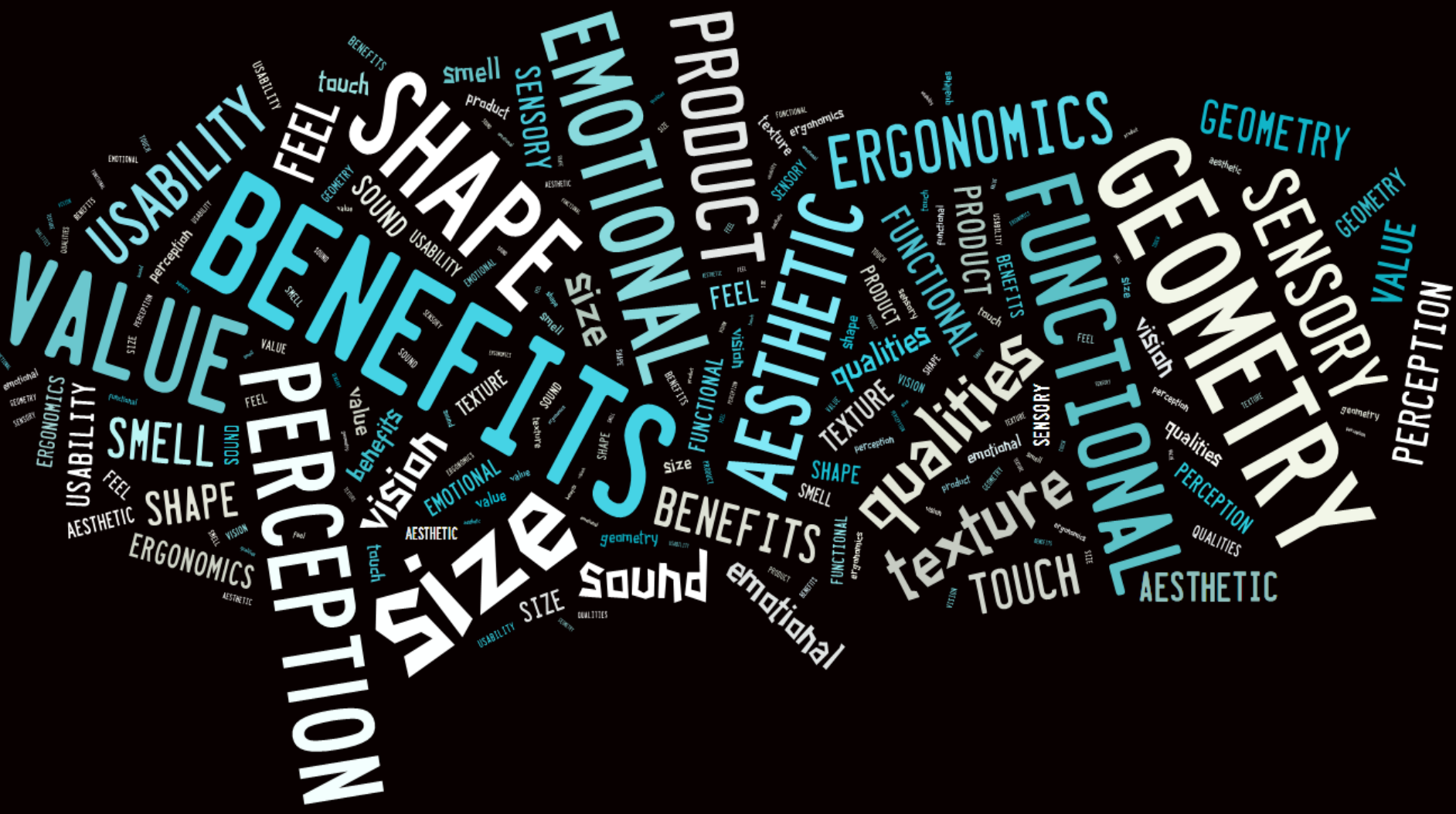


## Conceptual Profiling

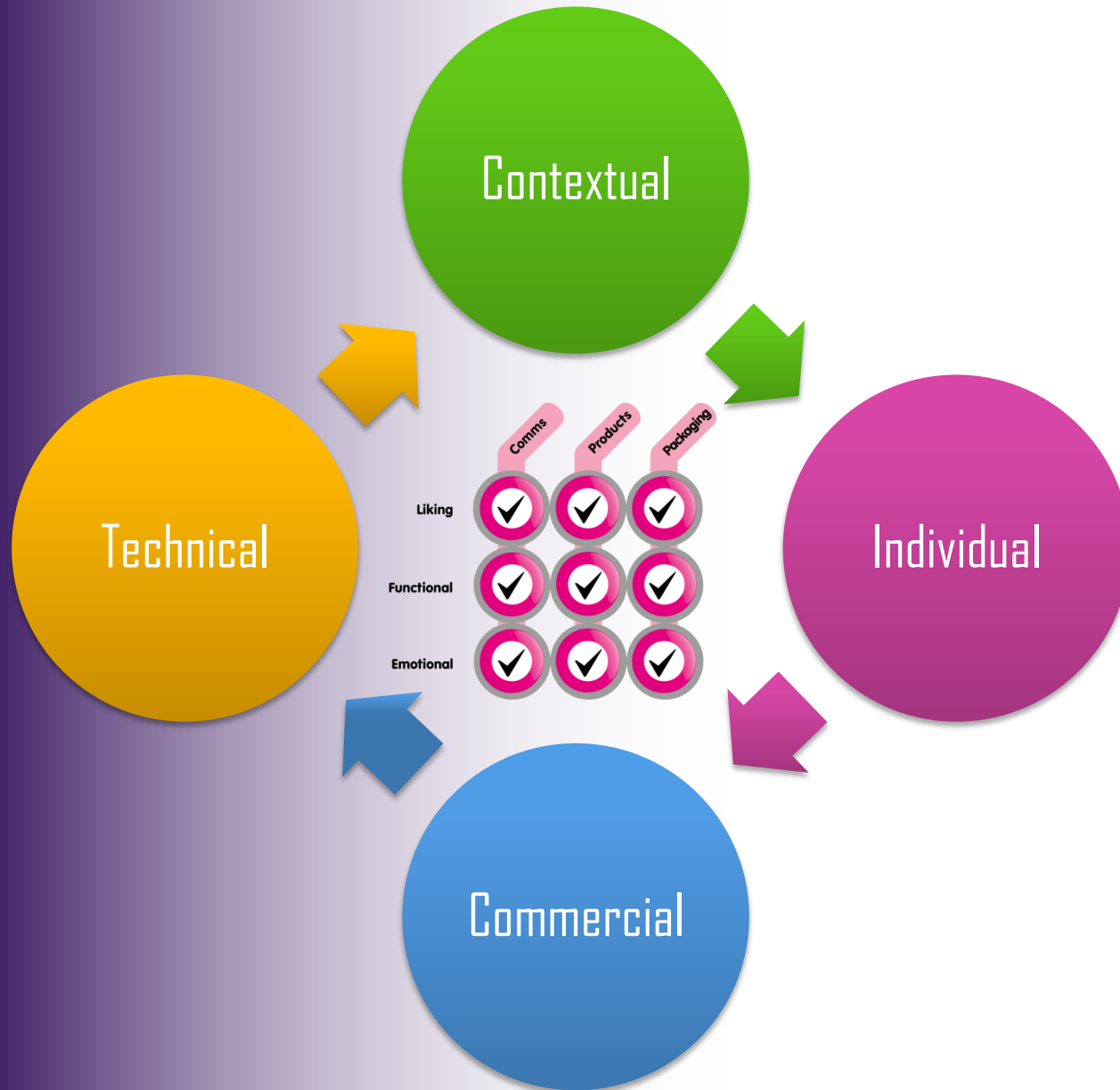
Aligning structural design with brand promise and user needs to enhance the consumption experience



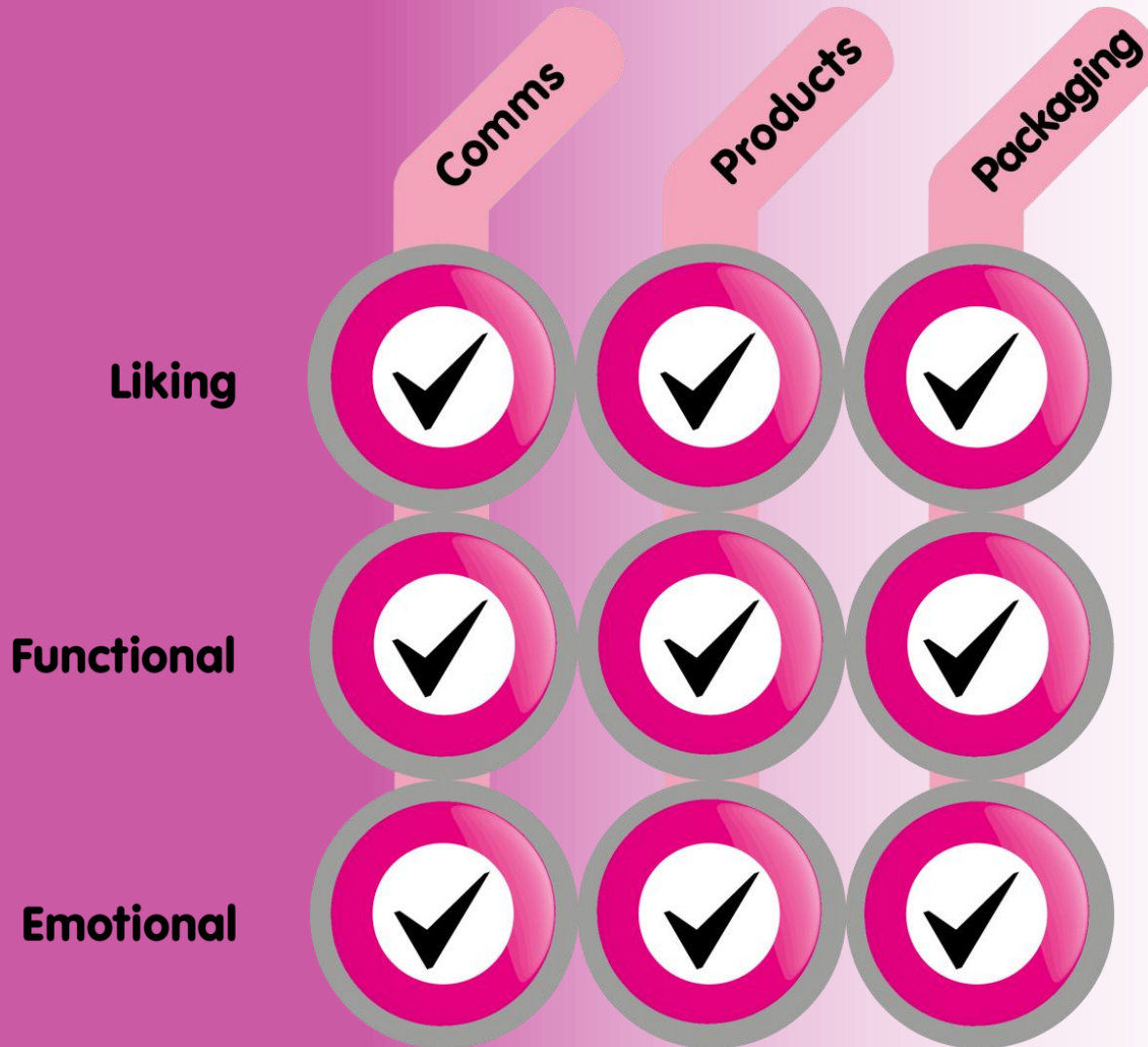
# Structural Packaging: a chaotic bundle of attributes and physical properties?



# Packaging Architecture™



# fusion...not confusion



**Consonance is Key:**  
packaging that delivers functional superiority, emotional punch, is instantly liked by consumers and is in line with product and brand values

Pack Home

Appearance

Texture

Sound

Aroma

Conceptualisations are the consequence of perception, allowing us to assign meaning to the stimulus we're exposed to and ultimately drive the choices we make



Pack Home

Appearance

Texture

Sound

Aroma



Individual

**proud** valued happy  
reassured disgusted excited  
annoyed sad **relaxed**

Product

fresh **premium** top  
quality **natural** processed  
**thick** flavoursome  
sweet artificial

Packaging

attractive **elegant**  
**modern** gimmicky  
simple **new & different**  
bulky boring complex

Drivers of Choice

Pack Home

Appearance

Texture

Sound

Aroma



Individual

**proud** valued happy  
 reassured disgusted excited  
 annoyed sad **relaxed**

Product

fresh **premium**  
**natural** processed  
**crunchy** flavoursome  
 sweet artificial

Packaging

hot cold rough smooth  
**soft** hard **sticky** slippery  
 simple **new & different**  
**tingly** complex

Drivers of Choice

Pack Home

Appearance

Texture

Sound

Aroma



Individual

**proud** embarrassed  
 reassured disgusted excited  
 annoyed sad **relaxed**

Product

fresh **premium** top  
 quality **natural** processed  
**thick** flavoursome  
 artificial

Packaging

**pleasant** aggressive  
**engaging**  
 annoying embarrassing  
**noisy**

Drivers of Choice



Pack Home

Appearance

Texture

Sound

Aroma



Individual

**relaxed** reassured  
disgusted excited annoyed  
**nostalgic**

Product

**fresh premium** processed  
top quality **natural**  
flavoursome artificial  
plasticity

Packaging

**pleasant** disgusting  
engaging **authentic**  
**attention-grabbing**

Drivers of Choice

## Usability

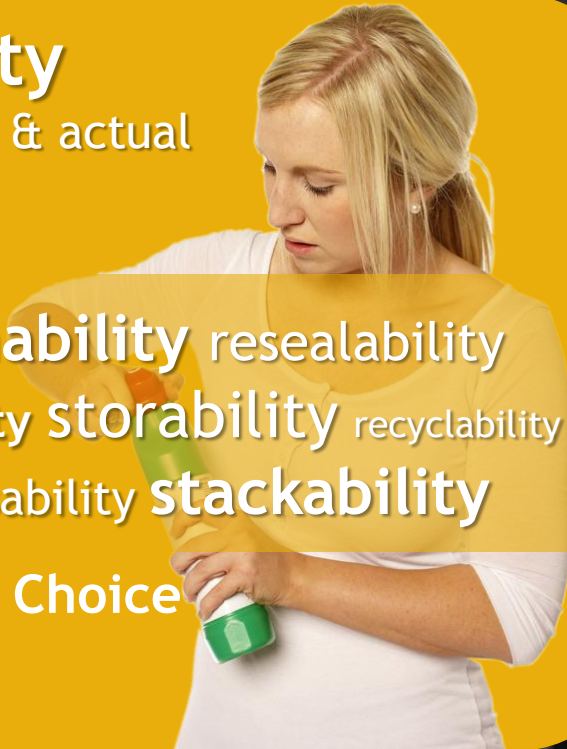
perceptual & actual

openability resealability

portability storability recyclability

disposability **stackability**

Drivers of Choice



## Shopability



stand-out findability message

delivery **stopability**

recognisability

Drivers of Choice



## Sustainability

CSR and Sustainable Consumption

P.S. Happy to take this debate off line.  
We can share POV and evidence.





## The Future

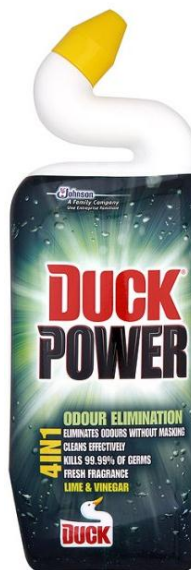
Learnings from other categories and next steps for the Food and Drink industry



# Personal & Health Care



# Laundry & Home Care



# moving forward...

**1. Structural Packaging:**  
opportunity to make a difference

**2. Packaging Architecture:**  
fresh mindset-structured thinking

**3. Proper Research:**  
bring the consumer in early

**4. Design for Consonance:**  
comms, product and consumer needs



# the future is bright!

CONSUMERS

CREATIVES

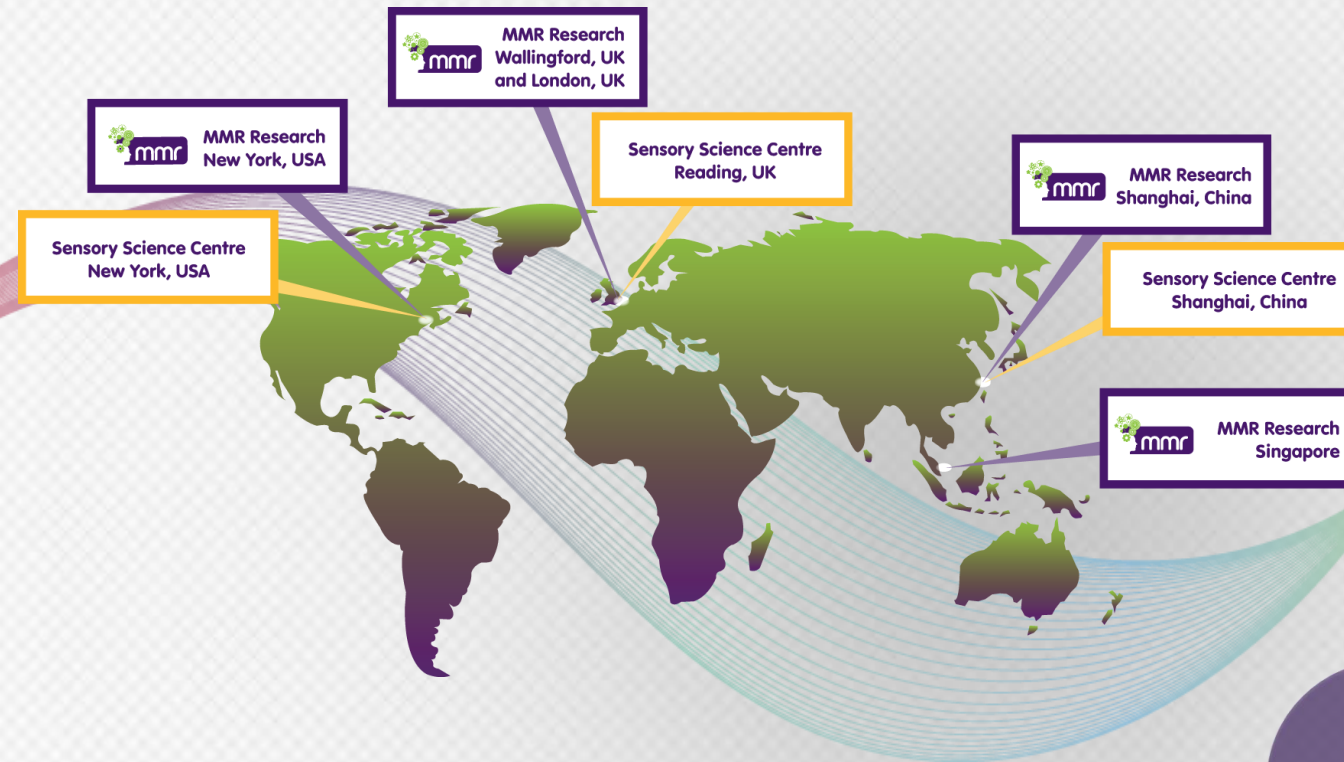
MMR  
RESEARCH

Rules and  
guidelines  
for aligned  
packaging  
development

G



# MMR Research Worldwide



**mmr**  
beyond the obvious

- Established 1989
- \$32m+ turnover
- 130+ team
- Europe | USA | Asia

- Our unique broad range of skills and expertise.
- Senior involvement throughout projects.
- Innovative and creative, grounded in science.
- Consultative partnership approach with our clients to create business change.
- Flexible partnership model for global fieldwork, high quality rostered suppliers across over 70 global markets. High level of quality control measures and procedures in place.







# Thank You!

For more information and a friendly chat please contact:

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