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.
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. These relate to what things actually mean to us. They’re crucial! But almost entirely overlooked by traditional quant research. Emotion exists here making it almost impossible to access reliably via normal research methods.
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

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?
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.
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.
Drivers of Choice

Pack Home

Appearance

Texture

Sound

Aroma

Packaging

Product

Individual

Drivers of Choice

Attractive elegant modern gimmicky simple new & different bulky boring complex

Fresh premium top quality natural processed thick flavoursome sweet artificial

Proud valued happy reassured disgusted excited annoyed sad relaxed
Pack Home

Appearance

Texture

Sound

Aroma

Drivers of Choice

Packaging

Product

Individual

relaxed reassured
disgusted excited annoyed
nostalgic

fresh premium processed
top quality natural
flavoursome artificial
plasticy

pleasant disgusting
engaging authentic
attention-grabbing
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

Rules and guidelines for aligned packaging development

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Thank You!

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