

# TAKING AN ACTIVE ROLE IN THE CREATION OF PACKAGING DESIGN BRIEF

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# AGENDA

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- 02 Starting off on the wrong foot
- 03 From Service provider to Co-leadership shift
- 04 „In black and white“
- 05 Final considerations

# WINNING THE BIGGER BATTLES



# MOSTLY APPLICABLE FOR

## 1. New structural design

- New mold development
- New functionality
- Partnering with design agency

## 2. New graphic design

- New artwork
- Printing technology
- Partnering with design agency

# STARTING OFF ON THE WRONG FOOT



# PACKAGING DEVELOPMENT TEAM AS SERVICE PROVIDER

## Traditional approach

- Packaging team not involved in the brief to the agencies
  - Not invited for pitches
    - Only involved after agency awarding
      - Limited influence on expectation management
        - Higher probability of changing the packaging brief during the project
- Etc.

# EXAMPLES OF NOT IDEAL PACKAGING DESIGN BRIEFS

## “Super” PACK

MKT wants to have everything:

- Great shelf impression
- Big labeling area
- Must work on opaque and transparent bottles
- Filling level not visible
- Sustainable
- Removable cap
- Slim caps
- Ecommerce readiness
- Possible to stand also on the top

## “Sit on the fence” PACK

MKT doesn't know which direction to go yet:

- Packaging should be **unique** but fitting to brand portfolio
- **No budget** for new mold development
- Allrounder product
- Formula density / viscosity (tbc).
- Size should be between 200-500ml
- It should be easy and convenient for consumers to use both in and outside the shower.

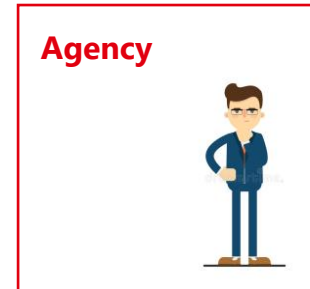
# FROM SERVICE PROVIDER TO CO-LEADERSHIP SHIFT





# THE SOONER PACKAGING TEAM GETS INVOLVED THE BETTER

- Don't need to choose all agencies *but should attend all pitches*
- Don't try only to please MKT *but prove to be a constructive partner*
- Don't limit creativity *but check technical feasibility, consumer-centricity, sustainability and set up expectations*
- Don't do agency's work *but translate its ideas into feasible options to MKT*
- Don't go into details *but comment on potential investments and current production capability*





## Offer your own network

Prefer to work with ID for new structural designs.

- Explain the differences of both professionals to MKT and split the responsibility to source agencies.
- Branding plays an important role in drawing the consumer attention on the shelf, but how the consumer interacts with your product is key to create a long-lasting impression in their mind.

# "IN BLACK AND WHITE"



# SETTING REQUIREMENTS, PRIORITIES AND EXPECTATIONS

What's obvious to you  
is not obvious to me

Pack & MKT perspective

What you want might  
not be what you need

MKT perspective

What you want might  
not be what you get

MKT perspective

## Shelf impression

Which of the dimensions are most relevant? Which competitor products are most relevant? Are there physical limitations that could affect dimensions?

## Closures or dispensers

Depends on the application and type of product. It is also linked with refill-ability, sustainability and consumer-centricity.

## Packaging shape

Different technical factors influence the shape of a packaging i.e., moldability, project budget, material, etc.

# SETTING REQUIREMENTS, PRIORITIES AND EXPECTATIONS (TO BE CONTINUED)

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## Squeezability

It will be mostly influenced by the material/shape of the bottle/opening orifice of the closure. It is very relevant depending on the product viscosity and application.

## Printing technology

Heavily influenced by a better Artwork design. There are different options to decrease complexity, number of colors and foils.

## Labeling area

Die cut is quite optimistic presented by agencies, however, it must be approved by label printer and production site.

# SETTING REQUIREMENTS, PRIORITIES AND EXPECTATIONS (TO BE CONTINUED)

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## **New molds**

Watch-out to costs and timing related to new mold development.

## **Ecommerce readiness**

Understand how/which products are sold online, quantities, etc.

## **Sustainable claims**

% of recycled content due to technical or commercial reasons, recyclability, monomaterial vs multimaterial, plastic reduction, etc.

# FINAL CONSIDERATIONS



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## 1. Packaging and Marketing teams aligned...

- on potential deliverables, risks and mitigation plans.

## 2. Packaging design pre-checked...

- however, still possible to have to change some of the initial requirements during the development.

## 3. Development phase continues...

- and detailed checks and tests must be done to validate assumptions i.e., laboratory tests, production line trials, consumer insight tests, FMEAs, etc.
- further simulations, mockups, pilot/production mold validations would be conducted as usually for final approval.

## 4. Being a step ahead...

- overall, this approach helps to avoid major unexpected packaging changes in a late development stage and build transparency and trust in the relationship with Marketing.



# THANK YOU.

