



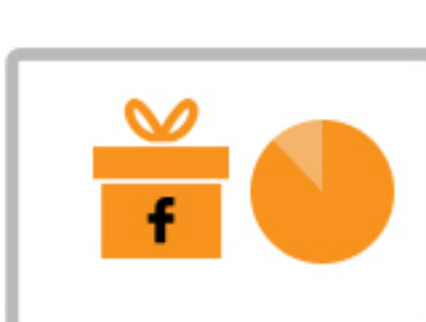
MAKE PRODUCT PRESENTATION A PRIORITY

It's not enough just to make a killer product – it also needs to be presented and packaged in a way that will attract consumers to purchase it. The colours and materials used to package a product could make or break a potential customer's purchasing decision, so it should be regarded as an essential business task.

PRESENTATION PACKAGING STATISTICS



2 out of 5 consumers would share a picture of an online order on social media if it came in a unique, branded or gift-like box.



83% of those consumers would share a photo of the gift box on Facebook.



3 out of 4 consumers between the ages of **18 and 25** would share a picture of a product on social media if it came with premium packaging.



52% of consumers are likely to make repeat purchases from an online retailer which delivers orders in premium packaging.

Source: Dotcom Distribution eCommerce Packaging Survey



Maria Haggerty CEO of Dotcom Distribution

The experience goes beyond the online order to when the customer opens the beautifully wrapped package and shares that experience across social networks. That act of online and social recommendations drives loyalty from your customers and promotes brand awareness.

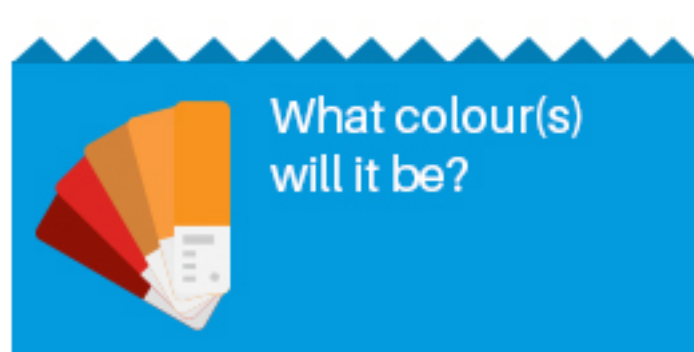


*This person is in no way affiliated with Bracken Foam Fabricators.

WHAT TO CONSIDER IN PRESENTATION PACKAGING



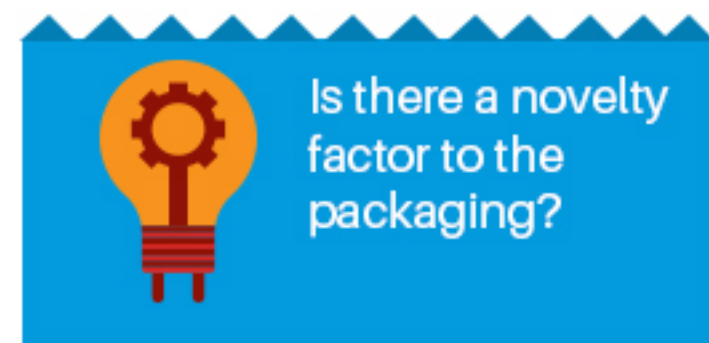
What shape will the packaging take?



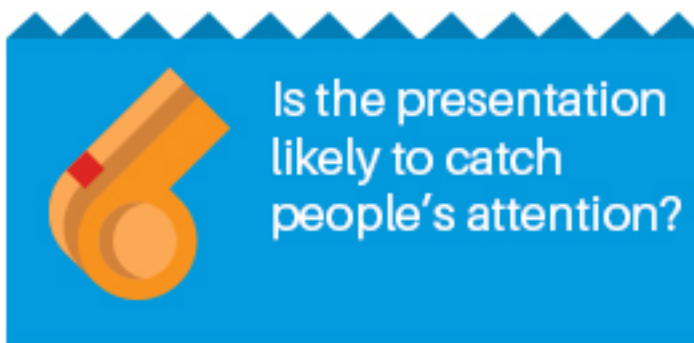
What colour(s) will it be?



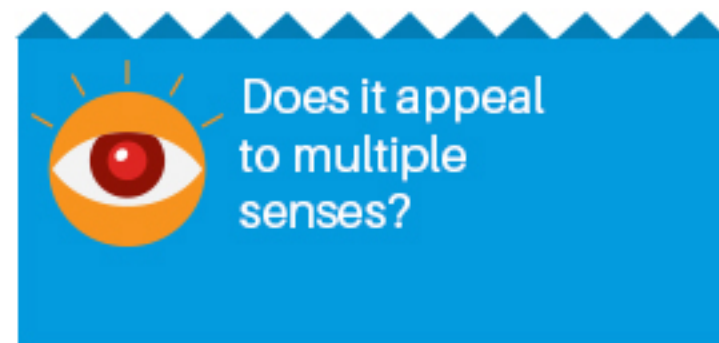
Is the packaging functional?



Is there a novelty factor to the packaging?



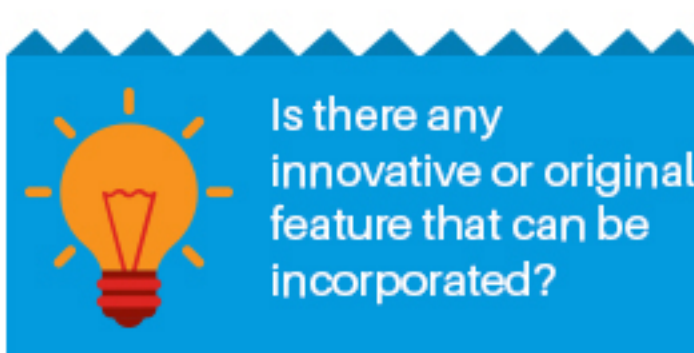
Is the presentation likely to catch people's attention?



Does it appeal to multiple senses?



From what material is the packaging made?



Is there any innovative or original feature that can be incorporated?









Is the overall presentation appropriate to the brand image that you're seeking to convey?

WHY DOES PRESENTATION PACKAGING MATTER SO MUCH?

 <p>The presentation of product packaging is the first thing that customers will see, so if it is done to a high standard, this will immediately create a good first impression with customers.</p>	 <p>Attractive presentation packaging can help to generate customer loyalty. People might choose your product over someone else's purely because of the way it is presented.</p>
 <p>Attractive presentation packaging tells consumers that this is a company which goes to great lengths to ensure that their product not only is great, but looks great too. Consumers will pick up on the intricate details that distinguish world-class presentation.</p>	 <p>The modern consumer is very environmentally conscious, so your packaging should be fully recyclable and it's worth mentioning your company's commitment to eco-friendly practices on the packaging.</p>

PRESENTATION PACKAGING TIPS

 <p>It seems obvious, but keep your target audience in mind. If your primary market consists of sophisticated adults, don't use playful, bulky packaging.</p>	 <p>Use materials that are fully biodegradable so that you'll appeal to an ever-growing eco-friendly audience.</p>
 <p>Eliminate redundant hand positions. Consumers don't want a package that is difficult to remove, no matter how gorgeous the aesthetic presentation may be.</p>	 <p>Try to find the ideal balance between creativity and practicality. You want your design to be so unique that customers will identify with it instantly, but it also needs to answer that core question of 'what am I buying?'.</p>
 <p>Think carefully about the durability of your packaging. The product will most likely need to be distributed across roads, by sea and in the air, so make sure it can withstand the rigours of your chosen distribution channel.</p>	 <p>Tailor the cost of your packaging to the typical budget of your target audience. Wealthy consumers don't want shoddy packaging and lower-income consumers don't want to be priced out by products in unnecessarily expensive packaging.</p>

Going the extra mile...

Tips for high-end presentation packaging

 <p>Include a series of micro-interactions which the consumer wouldn't expect to see and would intrigue them, e.g. pull tabs, magnet closure. This all adds to the overall consumer experience of the product.</p>	 <p>Use a contrast of finishes to convey the image of luxury, but do so in a reserved manner so that it doesn't look too garish. The inclusion of foil stamping on a matte material creates a neat and elegant contrast.</p>
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Chris Burton CEO of Cedar Packaging

Know your audience. Different products attract different types of people so your packaging design should capture the essence of the people you are marketing to. Choose designs and materials to suit your budget and your market.



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