

How to Create a Memorable UNBOXING EXPERIENCE



Unboxing is one of the few direct touchpoints e-retailers have with their customers. Creating a memorable unboxing experience through creative brand packaging allows you to connect with your customers and stand apart from competitors.

WHAT IS UNBOXING?

A branded packaging experience is a thoughtful selection of packaging and shipping materials as well as the deliberate presentation of your products. Its purpose is to provide additional value for your customer as well as your business through the ability to create a memorable and sharable experience.

Shopify

Unboxing

The process of capturing a new product being opened on video – emerged as a social media phenomenon in 2015.



UNBOXING TRENDS



6.5 YEARS



worth of unboxing videos were uploaded to YouTube in 2015 alone.

79.9 MILLION



search results on YouTube for the term "unboxing" in June 2018.

1 IN 5



consumers has watched an unboxing video.

62%



of those people watched it because they were researching that product.

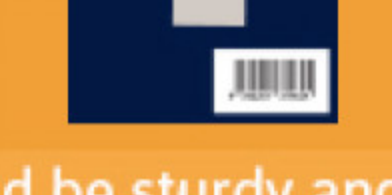
GOOD PACKAGING DESIGN IS...

STURDY



Damaged or unsightly packaging is always going to be disappointing and make the consumer question the quality of the product within.

EASY TO OPEN



While packaging should be sturdy and secure, it's also important that the customer can easily access the goods inside. The customer experience should be as effortless as possible.

INCLUDES A CALL TO ACTION

Encourage the customer to share their experience online with a simple call to action. Be sure to include links to all your social media profiles and maybe even a custom hashtag.

SURPRISING



The element of surprise is at the core of any unboxing experience. Make your customers feel like a kid on Christmas morning with a surprise handwritten note or a free sample.

COHESIVE



Create a seamless customer experience by creating packaging that lines up with in-store and online branding.

PAYS ATTENTION TO DETAIL



Stand out from competitors by paying close attention to the little details. Even at the smallest level, this communicates to customers you care about them.

WHY CREATE MEMORABLE BRAND PACKAGING?

A BETTER FIRST IMPRESSION

When customers have been wowed with your packaging their impression of your product will be elevated.

CUSTOMER RETENTION

Memorable product packaging is about adding value by exceeding your customer's expectations with an unforgettable first impression. 52% of consumers are likely to make repeat purchases from an online retailer that delivers premium packaging.

SOCIAL MEDIA MARKETING

4 in 10 consumers would share an image of a delivery via social media if it came in a unique package. Memorable brand packaging offers an opportunity for e-retailers to encourage shareable content to increase their online brand visibility.

INCREASED REFERRALS

Customers who have received amazing packaging are more likely to recommend your brand to their friends and family, usually this is in the form of a social media endorsement.

ANATOMY OF THE PERFECT UNBOXING EXPERIENCE

BOX



TISSUE PAPER



STICKER



PROMOTIONAL MATERIAL/ BUSINESS CARD



RECEIPT



CUSTOM NOTE



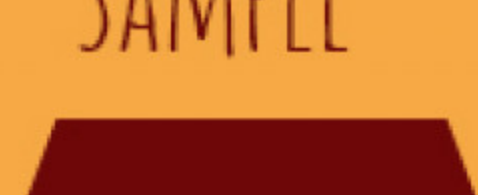
TAPE



GIFT



SAMPLE



EXPERT INSIGHTS

The value of premium packaging extends far beyond the customer experience into residual marketing effects. The experience goes beyond the online order to when the customer actually 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.



Maria Haggerty
CEO of Dotcom Distribution

Steve (Jobs) and I spend a lot of time on the packaging... I love the process of unpacking something. You design a ritual of unpacking to make the product feel special. Packaging can be theater, it can create a story.

Jonathan Ive
Chief Design Officer of Apple

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