How To Package Your Products For MOMS

By JoAnn R. Hines, Packaging Diva

So what does Mom really want on her product packaging? What will entice her to pick your product off the shelf? What siren screams 'buy me' as she walks down the isle? The answers are not what you might think. Women perceive products differently than their male counterparts. They have different expectations of products. Women say that they product manufactures don't understand their wants and needs either. In fact 59% of women feel misunderstood by food marketers. This market segment accounts for 60-70 of all product packaging. So, how do you get this powerful consumer (MOM) to connect with your packaging?

First, see the product though the woman's eyes not the designer's or brand manager's. In my recent research, product attributes such as the shape and color were important to people in the packaging industry but not so important to the average consumer. The mostly highly rated characteristics that both groups agreed upon were convenience, ease of storage, and female friendly elements such as the size of package and handles for carrying.

Second, consider how and where the product will be purchased. External factors can influence the purchasing decision as to how and where a woman shops. Recent studies show that women on average no longer make a big 'stocking up trip' to the store. In fact they make numerous short trips to get the essentials for the moment. Today's Moms are under tremendous time constraints and are willing to pay a premium for the privilege of more free time. Convenience is a big selling factor.

Consider lifestyle issues, ease of use, consumer friendly, time saving anything that makes a moms life easier. The more you can demonstrate in your product packaging these attributes the more you can capture her interest in your product. Any new time saving innovation, a solution to a problem, an unfulfilled need product are all prime candidates for moms.

Packaging a product for the mom consumer doesn't mean it needs to be in pink packaging either (a color many marketers have decided is female-friendly). In some cases pink works in many others its completely off target. So consider pink where it make sense to the brand not just because you are marketing to mom.

Moms are influenced by other people too, friends, family, kids. So if you can make a packaging connection to the other people in her life you can capture her interest in satisfying her needs. Products that express healthy lifestyles, or balanced living, nutrition and well being are woefully undeserved in the mom community.

Finally, it is imperative to get noticed. How can you grab her attention? Make packaging simple, easy to read, use and understand. Get rid of the gimmicks and the hype. More than 89% of survey respondents said they would not purchase a product because it was endorsed by a celebrity, and those that did were embarrassed to admit it. Cause marketing also scored low on the scale of importance in influencing a purchase as did their concern for the environment.

So listen to your Mom buyers the next time you design a new product, bond with them on an intrinsic level not through gimmicks or the current 'in' celebrity. Make your product easy to read, use and time sensitive. By adhering to these fundamentals you will have garnered her attention.

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