# How To Brand Your Product With The Right Packaging

By JoAnn R. Hines, Packaging Diva

Think about iconic packaging brands: Coke, Legg's, Tiffany are a few that come to mind. What about these brands caused them to remain in your memory book? The packaging of course.

We remember these brands because of their superlative packaging. So good in fact it has become a cultural icon.

How did these brands differentiate themselves? Was it the packaging color, shape or design?

What captured your interest in the product that made it so compelling

That's what you need to figure out with your product packaging. Half the battle is to get them to pick it up for a closer look. It's your job to make your packaging work for your brand and your company.

So what constitutes compelling packaging brand? How 'connected' are you to your consumer? Here are a few emotion descriptors that your package must convey. Does your packaging Engage, Evoke, and Engross the consumer?

Let's look first at **ENGAGE:** to attract and hold by influence or power. Can you say that about your product packaging? Or is your product packaging just the opposite? Boring!

Think about what you can do to improve the odds that your package will engage a consumer: Colours, features, shapes, value/benefits or social conscious are all ways to 'reach out' with your package.

**EVOKE:** To call forth or call up as in evoking memories. What about your package will make the consumer recall a successful or enjoyable product experience? How can you make them remember that they were satisfied in buying your product? In case they haven't purchased before, what is going to 'connect' them to your product on your package? What is so special about your package that they have to take a closer look?

**ENGROSS:** To engage the whole attention of (and that's the key point). You have to get their attention to pick up our product before they can even consider buying it. Use features that will capture their interest in seconds because that's all the time you are going to get before they move on.

Another 'feeling' word that conveys a strong and compelling brand is **TRUST**. You must create a place where people look for information and feel more secure doing so. It's important to understand the strength behind the brand and why people turn to it for a sense of security and information. So what about your product packaging conveys the experience that consumers can trust your brand?

Regardless of the reason a consumer may be in the store or looking at your product, introduce them to a 'lifestyle' experience . . . trust, security, necessity or even peace of mind. Your package presence needs to call out 'Buy Me' because I provide the experience of all of the above emotions.

Product branding is a powerful influence on everyone. It's important to understand the strength behind the brand and why people turn to it for a sense of happiness, satisfaction, security and information.

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The best of all brands cross gender, ethnicity and age demographics. 'Universal Truths' in packaging that cross these boundaries.

If you have to pick one, the best single word emotional response you can give to the brand is 'ENGAGE.' People are connected to the brand at all levels. That is a great position to be allied with. So that's what you need to do with your product packaging. You have the brand statement behind you now you need to **'ENGAGE'** the consumer.

When you capture the power of the package people will integrate your product into their everyday life. They will not just turn to it as a convenience but as a necessity for comfortable living. So create your own story through powerful product packaging. Whatever your category, you should strive to engage, evoke, and engross the consumer to revitalise your brand through product packaging.

I provide lots of complimentary packaging resources and information to make your packaging journey successful. And one on one consultation when necessary.

Or give me a buzz at 678-594-6872. I'm tapped in to the latest packaging news. I can help you assess why or not you should consider changing your product packaging. At the very least I can tell you what your competition is doing.

If you are just chumming the 'packaging' waters then be sure and visit and one of my web sites for lots of information and advice. It pays to do your homework first.

Happy Packaging!

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