When Packaging Is In The News, Capitalise On It.

By JoAnn R. Hines, Packaging Diva

This is the time of year when the media is all a frenzy about packaging. You hear the same bad news over and over. Most of the year they just ignore packaging or really don't care what's going on with the third largest industry in the US (packaging). This time of year however, packaging IS the news so what are you doing to capitalise on it to expand your brand and your business?

Here are a few things to think about words that always garner media attention: Wrap rage, Oyster Awards frustration free packaging, excess packaging, over packaging, packaging shrink.... you get my drift. The media is already out there sniffing out the latest in negative news about packaging and the companies that make it. If you get picked up by the media on any these prior points its liable to not be the type of publicity you are seeking although AMAZON has successfully rebounded from negative publicity about excess packaging to its latest frustration free packaging campaign.

But what about the other side of the coin what positive spin can you put on a negative story. Everyone hates clamshells and not just at the holidays either. Got clamshells that open easily or don't injury the recipient when they try to open them. Clamshells are the bane of the packaging world or so they would have you think. I can't believe how may injured by plastic packaging stories I see this time of year. Or the inevitable wrap rage stores on plastic packaging they just can't get opened. The media would love to hear about a clamshell that works since this is a universal packaging problem that has not yet been solved successfully.

And what about "packaging shrink"? I've seen at least a dozen articles crucifying the companies that dare take this approach. As CPG companies reduce the size of products and keep the prices the same are you offering more product at the same price? Or have you figured out a way to provide more bang for the buck?
That's news especially as consumers have become more conscious about reading the packaging and understanding what they are buying.

The economic slowdown is a hot button too. Mention the word recession with a packaging solution and your news is sure to be picked up. Can your product packaging provide some tangible recession proof strategies like repurposed packaging or packaging that keeps on giving long after the product is gone?

Have you launched a new private labeled product that provides sincere value and that competes with a major band? Private labeling is hot. Consumers are on the hunt for better products at lower prices and the media love to point the way with comparison shopping angles.

Most of the time the medium ignores packaging unless of course its to put them down or point out the problems. When the media is on the hunt for interesting packaging stories be sure you have your product packaging targeted to share the right message. There is no better time than now to capitalise on the news.

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