

# Best Packaging Design Blog Recommend?

Looks Make You Buy Something For The First Time, and Quality Makes You Repurchase It. Have you ever looked at a beauty cream on the grocery store's shelf with yellow color's packaging and have refused to buy the cream although it was a famous one? Has A Veronica Secret fragrance with a clumsy bottle shape has turned your buying will off? That is because packaging is sometimes even more important than the product itself. Marketers study customer needs, behaviors and their psychology to trigger the buying stimuli through their packaging. If you are still affirmed that packaging doesn't affect the buying pattern of a customer then I recommend you to read this whole blog.

## Packaging and Its Importance

If we dissect a product and look at its levels, experts list "Packaging" in the second and the most significant level with product features, brand name, quality level and design. This level is also known as "Actual Product". If we look at the literal definition of the word, then it is a collection of activities of producing a container or wrapper for the product and designing it. Packaging is what gives away the first impression of a product to its potential customer. If the impression is delivered correctly with the right colors and precise and eye catching text then the chances of customers trying your product magnifies.

- **To Capture Customer's Attention:**

Packaging needs to be the outcome of market research which tells a producer about his potential customers and the target market. To capture a customer's attention, his/her mind or buying patterns should be studied accurately and attentively. To give some examples, if an old age cream is being produced then the packaging should keep it clear for which age it is designed and should show some colors or styles of youth to attract its target market.

- **To Distinguish Between Your And Other Products:**

When your product is placed in a market with the those of your competitors, this packaging is what will differentiate your product from theirs. You can visually showcase your Unique Selling Point on the very packaging to attract

some customers and stopping your existing customers to move towards the products of your competitors.

- **The Color Game:**

Many well-established companies know the science of colors and thus, play with them to catch the eye of their potential customers. Certain colors attract eyes first if placed in a crowd of other colors. This is because each color has a different wavelength and thus, some stand out better than others. For example, if you place red, brown, white and green in a single rack, the customer will be able to see red from far away (due to its wavelengths) and thus, the chances of a customer buying the product with red are far more greater than that of the products with green or brown or white color. Some people choose the products of monochromatic colors (white or black) more than others as they opt for sophistication instead of something fancy. It is just like the colors of a car that people buy. Some people like their cars to be unique and cool with colors like Purple, or Wine Red, whereas, some prefer them in the color of white or black (or their shades).

- **Packaging Protects the Actual Product:**

Apart from this, packaging is what protects your product from the outside world. A glass container of pickle protects it from moisture and air. It preserves the pickle from spilling or losing its addictive scent. It keeps the contents of the bottle from getting spoilt easily and thus, packaging is important for the well-being of the product. Another example is that of heavy appliances or electronics. The polythene of laptops or the bubble wrap around them allows these appliances or machines to be safe from physical damage.

- **Showcases The Concern A Brand Has For Its Customers:**

Except the visual factors, there is more to packaging. It also shows a customer of how diligent or concerned a brand is about its customers. A good packaging means that the brand actually thought about what the customers like to see in their product and what do they don't like. If someone pays close attention to your likes and dislikes then it is for sure that you will feel special and will stay loyal to that someone. Same goes with brands. Packaging, if done correctly, then helps a customer to stay loyal to the brand.

- **The Unboxing Experience:**

In addition to all this, one of the main goals of the packaging is to give the customers the ultimate satisfaction and experience of unboxing. Let's go back to the times when you newly purchased the Apple you are currently using. You bought it from an Apple Store and brought it home. The white cardboard box is in your hands when an image of the iPhone you chose and now you can't wait to unbox it. You reach home, and tear away the plastic from the box first and then you open the box. A box which opens like no other company and you can feel your heart's fluttering with happiness in your chest. After opening the box, the first thing you find is your iPhone placed perfectly in the box as if a gift in the platter. After taking out the phone, you search further and find the accessories which are fully organized with a few booklets. After checking everything, the satisfaction you feel is what is intended by a marketer.

## **What Should the Packaging Say About the Product?**

Packaging is the outermost shell of a product which distinguishes between different options available. As we discussed before, it gives away some important information about the product to the customers. The questions of the customers that a proper packaging answers are given below:

- **Who:**

The main information that a packaging should give away is to define its producer/brand and the target market. The brand is identified through the logo printed on the packaging and the target market is defined through the text or the shape of the product. If we go into a perfume section where gents and ladies fragrances aren't kept separately, looking at the body which shows femininity can be the means to distinguish the fragrances of ladies from the fragrances of men. Sometimes the brand is enough to define the customers. For example Adidas' products are only for a sportsperson.

- **What:**

The "what" question that a product's packaging needs to answer is that what is the use of the product and what are its limitations or side effects. For example, if you are buying a medicine or just an ointment, the packaging of the product will define the ways of using it and that what it should be

protected from. Sometimes the packaging also tells which temperature is suitable for keeping the product at, they bear the text saying “Protect from heat” or “Store in cool place, away from moisture”.

- **When:**

Another question that needs to be answered is when a product was manufactured and when will it expire. The manufacturing date and expiry dates are given on the packaging for customers to go through before buying a product. These dates are important for perishable goods (goods which get destroyed or are dangerous to consume after a limited time). Items like medicines, ointments and food items bear these accurate dates so that their perishability can be predicted.

- **Where:**

There are several ways to answer the question of “where” on a product’s packaging. Either the producers use the “Made in” tag or the place of manufacturing can be displayed through the bar code on the packaging. The prefixes of the bar code tell about the country of origin of the product or where it was manufactured. For example, “695 GS1” means the product was actually manufactured in China. The question also includes the street address of the company or the URL on which a customer can contact the producers of the product.

- **Why:**

The question “why” answers the needs of the customers. Why does a customer need to choose this product over other options? Why the customer should spend money on this product? All these questions are answered on the packaging or in the booklet that the packaging holds. Sometimes this question is answered through a tagline as well. For example, a laptop’s packaging contains booklets or stickers on the hardware explaining the specifications of the laptop and why one needs those specifications.

## **Recommended Packaging Design Blogs**

We all have a thinking block when it comes to ideas and then we start our search of inspirations. The best place to search of these inspirations is from several packaging design blogs. Sticking to one website for information or ideas can prove to be close-ended for you. Following is a list of packaging blogs that you should follow for your never-ending search for ideas and love for innovation or creativity:

- **The Dieline:**

The Dieline is the most famous and the website with probably the most clicks. The website is the leader when it comes to packaging blogs. The Dieline is run by Andrew Gibbs, single-handedly and it hosts competitions and design conferences on annual basis. Dieline is the example of the fact that simplicity is what keeps things beautiful and elegant. It complements the best product packaging from around the world and also lays emphasis on the importance packaging has for a product.

- **Packaging Digest:**

When other blogs cover equipment and ideas, Packaging Digest introduces new materials, let's you check the latest trends and gives tips on how to run a packaging business smoothly with new, creative and innovative packaging designs every now and then.

- **Branding, Packaging and Opinion (BP&O):**

Introduced by the editor of the Dieline, Richard Brain; BP&O is another top priority and famous blogging website. Majority of the blogs here are themed on the packaging designs with touch of the entire design industry in general. If you want, you can scroll through the updated pictures of recently designed logos, prints, business cards, and even architectural designs on their Collections' page.

- **Industrial Packaging:**

Industrial Packaging is where you should go if you have any kind of packaging question. The website is a total customer/reader satisfaction seeker in the industry. The blogs are published weekly and always have something new to the table. They mostly focus on the equipment with lying a rather less emphasis on the other facets of the industry as well.

- **Packaging World:**

If there was a place to set buffets of quality reading materials, Packaging World was the venue of that buffet. The blogs of this website covers topics like case studies in food, beverage, equipment, personal care, design, medical, and consumer products and has much more to flaunt.

- **Contract Packaging Association:**

The website covers all the news and resources of packaging in its blogs.

Founded by the Vice President of Industrial Packaging, Rick Cayer, Contract Packaging Association is a non-profit organization for businesses to promote their growth and assert the welfare of their members.

- **Packaging of the World:**

If you have run out of ideas for packaging designs then you definitely need to visit Packaging of the World for new, better and innovative ideas. It is the Vatican Archives of designs on the Internet. It has a diverse collection of packaging designs from high and low, by professionals and students, all. The web-layout is eye-pleasing, and the website is user friendly.

- **Brand Packaging:**

The blog is a den of packaging designs for Fast Moving Consumer Goods (FMCG). The categories of the blogs include Beauty, Health, Foods and Household. The blog also provides with ideas and information to optimize the use of your basic materials.

- **Packaging Europe:**

The blog covers everything in the packaging industry of the European continent. It provides the readers with new, unique and fancy packaging examples in addition to the news and recent issues of the industry.

- **Lantech:**

Lantech is actually a vendor to the Industrial Packaging. The website has some great ways to make you save your money and read some quality blogs