

Marketing and Packaging Design

Warm-up:

- What kind of design trends are popular right now?
- Do you ever notice packaging when you are shopping?
- What kind of packaging are you drawn to?
- How would you describe your taste in design (not just for packaging but for housing, clothes etc)?
- Do you think you have an eye for design?
- Are there any trends or designs (in advertising, clothing etc) that really bother you? What are they?
- Which era had your favourite aesthetic (eg. The 50s or 60s etc) and why?



Mood Boards

People who work in marketing and advertising will often come up with a “mood board” before they start designing a brand or packaging. This is a collection of images, colours, and words that represent the “feeling” they are trying to convey with the brand.



1. Choose one of the products below and come up with your own “mood board” (essentially a list of adjectives and colours) with your partner.

- Cat and dog toys
- Chocolate bar for kids
- Sports sunglasses
- Energy drinks for gamers
- Scented candles
- Organic vegan muesli
- Long distance bicycles
- Modern, high-tech pots and pans



2. Look at the examples of packaging below. Which do you like the most and why? Use the adjectives in the box and any other words to describe them.

Quirky	Bold	Eye-catching	Earthy
Funky	Bland	Understated	Vibrant
Vintage	Soothing	Minimalistic	Tacky



Source: Athenabelleⁱ



Source 01001101ⁱⁱ



Source: United Powerⁱⁱⁱ



Source: Monoglyceride^{iv}

3. Pairwork: read about the design trends below and discuss which of the products you think would benefit from these designs. There are no right or wrong answers.

boutique soap	milk	bubble gum for kids	cereal	toothbrushes
beard oil	organic sweet potato chips	flavoured milk	apple pie	
bottled water	salsa dip	tea bags	washing powder	energy drinks

Characters and Mascots

Storytelling is an essential part of any successful marketing campaign, and one of the most direct ways to achieve this is with quirky and eye-catching characters. These bold and distinctive mascots can quite literally fill your branding with character, and are one of the most effective ways of making different products from the same product range easily distinguished.



Design by Drawziart^v



Design by Giocovision^{vi}

Authentically Vintage


Vintage packaging is all about the details, the small symmetrical patterns and subtle yet eye-catching colour schemes. Good vintage packaging can give a little bit of nostalgia in a modern world, and often stands out from other, less adventurous packaging on the supermarket shelf. A product with vintage inspired branding and packaging should make the consumer feel like they're reaching back in time and grabbing the product directly from the past.

Simplified Geometry

In recent years, easily the most popular packaging trend has been minimalism. But there are many types of minimalism, and one that has been increasingly popular is simplified geometry. Bold, colourful shapes can have the design elements of abstract modern art, while still giving the consumer an idea of what the product is, and what it stands for. If done right, this style will leave a lasting impression, and give your brand the edge in the marketplace.



Design by Exsenz^{vii}

 **4. You work for an advertising company, and have been contacted by a food company that wants to break into the juice market. The company wants you to create an exciting and adventurous brand for their juice. Choose one of the three styles described on the previous page, and pitch it to the company. Explain why you think your approach would be the most effective. Your pitch should include the following components:**

The brand name

Teacher's note: One possible variation of this exercise is naming one of the students a representative of the food company. It will be up to this student to ask questions and decide which approach is best.

The design and colour scheme

A list of adjectives (mood board) to help define your brand

The material and type of packaging (eg. glass or plastic, bottles or juice boxes?)

Target demographic

An explanation of why your approach will be effective in the current market

 **5. As a group, vote on which pitch was the most convincing.**

Teacher's note: Encourage discussion and, if necessary, play devil's advocate.

ⁱ <https://en.99designs.de/profiles/athenabelle>

ⁱⁱ <https://en.99designs.de/profiles/1470905>

ⁱⁱⁱ <https://www.unitedpower.se/>

^{iv} <https://www.behance.net/IgorKovalev>

^v <https://en.99designs.de/profiles/drawizart>

^{vi} <https://en.99designs.de/profiles/1881965>

^{vii} <https://en.99designs.de/profiles/exsenz>