

PACKAGING GUIDE

opulence

**“70% of consumers
form an impression of
a brand based solely
on packaging”**

(Lermolaieva, 2017)

WHY?

Packaging helps brands to create a brand identity that is shown to the customers; it helps build a relationship creating a positive user experience. It is important that brands continue the experience of the product even after the customer has paid and received the item; by doing this it can create brand loyalty (Fiorella, 2020).

With the luxury sector customers expect high quality of packaging from the brands as it reflects the price they are paying for of the product as well as how the brand is to be seen in terms of exclusivity and uniqueness. Research found a new trend for 2020 is using packaging as a 'storefront'; with the rise in online shopping creating memorable and experiential unwrapping (Beauloye, 2020).



Figure 2



Figure 3

SENSORY PACKAGING

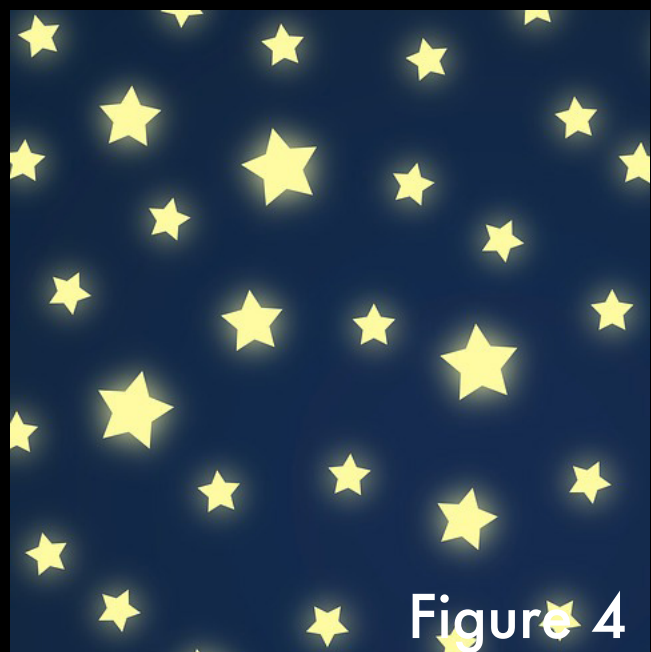


Figure 4



Figure 5



Figure 7

Research suggested packaging is moving towards a sensory experience (Byrne, 2019), researching into these will help understand what the brand can offer.

VISUAL ELEMENTS-

Catching the customer's eyes, can include lights, glow in the dark, heat sensitivity, glitter coating.

AUDITORY FEATURES-

Create a sound that can connect with their customers; something that is memorable.

TACTILE EXPERIENCE-

How the packaging feels to the customer, can include press effects, coatings, soft-touch coatings, embossing.

OLFACTORY ELEMENTS-

Scent is the most powerful sense tied to memory, it helps consumers recall and memorise your product more easily. Can be done through printable inks, scented varnishes, or maybe even scratch and sniff packaging.

(Byrne, 2019)

OPULENCE PACKAGING

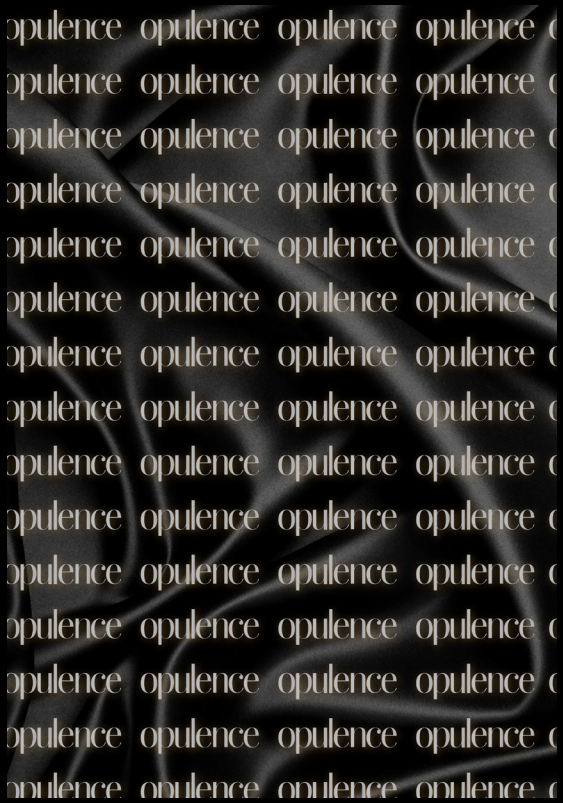
Opulence will be taking the sensory packaging experience to its customers. There will be 2 packaging options; both will include a sensory experience. However, one will be more premium aimed at members who spend over £3,000 on a individual product; this will create an exclusive and special feeling for the well-paying customers, while also encouraging people to use the membership and rewards scheme creating higher brand loyalty.



option 1



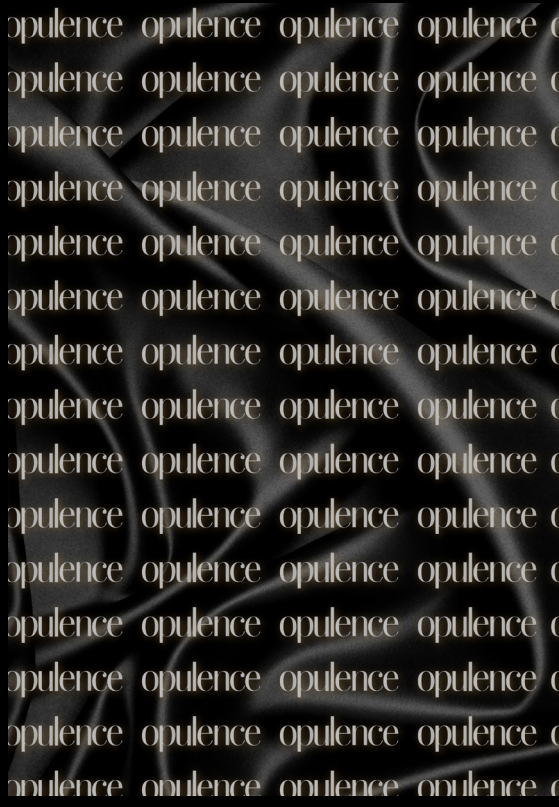
Your space for luxury



The standard packaging includes:

- A recyclable high quality sleeve box with a black matt finish with the Opulence logo embossed in to create a tactile experience. There's a pull tag where the message 'Your space for luxury' is revealed when the tag is pulled in open the box.
- When the box is opened, the sound of Opulence (used when clicked buy on the website) presents. This means the last sound from the website, is the first they hear when opening the packaging from the brand.
- The product is wrapped in sustainable customised tissue paper.
- There will be a 'thank you' card on top of the tissue paper which will have a the name of the customer on, this will be handwritten; adding a personalised touch to the experience. On the reverse of the card, there will be a scent patch where the customers can smell it to find the scent of the season.

option 2



The premium packaging includes:

- The packaging would be a high quality lid box with a magnetic clasp. The box would be matt black with the logo embossed. When opened the quote “another one to add to the collection’ will be on the side of the box; this highlights that we know they are a premium loyal customers this encourages them to connect to the brand through playful language.
- The same as the standard packaging, the sound elements would also be present when opening the box.
- Their would be a video element; where the video will be on the inner lid, this video content will be of the brand with sound; this is continuing to add the experience for the customer.
- The product will be in the same packaging as standard with customised sustainable tissue paper. The personalised ‘thank you’ cards with the reserve scent cards will also be within the packaging.

option 2 video content



Video content in packaging is still being established; used more commonly in the automotive industry and the public relation packaging. Having the video play on opening it creates an immersive experience. When considering what videos to use, the option of having each individual product video was explored however, from a business aspect this wouldn't be feasible with the costing of each individual different videos. The video would be a customised 'thank you' video that would have different elements of the business and sounds.

SOUND

Sound transforms the way we think and feel.

Use sound as a narration, this can evoke experiences, feelings and memories (Hoeragentur, n.d.). "It takes only 0.146 seconds for a human being to hear and interpret a sound" (D'Angelo, 2017) while research found "music can lead to a 46 percent increase in brand favorability" (D'Angelo, 2017), this option will allow Opulence to become innovative in their sector and allow them to stand out from competitors, this theory is from the book "The Sonic Boom: How Sound Transforms the Way We Think, Feel, and Buy" (Beckerman and Gray, 2014).

The sound will be used to represent Opulence, it has a feeling of luxury while relaxing and calming. This sound would be developed further. It will be the last thing they hear after purchasing the product and the first when they receive the product; its creating a connection between the two times of period.

OLFACTORY ELEMENT



With scent being the most powerful sense tied to memory (Byrne, 2019), its important to include this into the packaging to create a connection with the consumer.

The cards will be on the reserve on the thank you cards, the customers will scratch the circle for the scent.

When considering what scents to use, it adds a nice touch if we can link their product to what season it is and how that makes them feel. They will be able to memorise then they brought that product and how they felt at that time. This being considered research into smells of each season was made.

Winter-
The scent would be dark and smoky such as the smell of evergreen trees and cranberries. The scent will provoke warmth and relaxing times (DNEWS, 2014).

Spring-
Start of a new season will represent fresh cut grass and floral blossoming, the tones will be earthy; creating a fresh cut for the customers giving them encouragement and motivation (Kimmerer, n.d.).

Summer-
Summer represents the feeling of freedom, holidays and long summer nights. This season will be represented by smells of salty sea air and sweet smell of sun tan lotion (Gass, 2016).

Autumn-
Autumn creates a sense of nostalgia from the previous months; its a changing season with night drawing in. The smells such as pumpkin spice, cineman and wood would be present (Schmunk, 2019).

SUSTAINABLE ASPECT



Figure 8

“84% of Generation X expect retailers and brands to become more sustainable” (Holbrook, 2020).

With this in mind, the sustainability aspect of the packaging is equally important as the design. The packaging needs to consider the sustainable aspect; a survey found “80% of internet users in the UK are ‘concerned’ about the future of the environment”, in correlation to this 71% are making more effort to recycle more waste (Internet Retailing, 2020).

The packaging boxes will be recyclable, however they will be made with the intent for the customers to keep as a keepsake to the product and brand; with the video element and the ‘another one to add to the collection’, its suggesting the products should be collected and kept.

Another element such as the tissue paper would be sustainable as it would be made from recycled materials, making it biodegradable while using water-based inks and products with the design (Abdy, 2018). The products would be wrapped in this, with no tape or stickers used as this would create unnecessary waste.

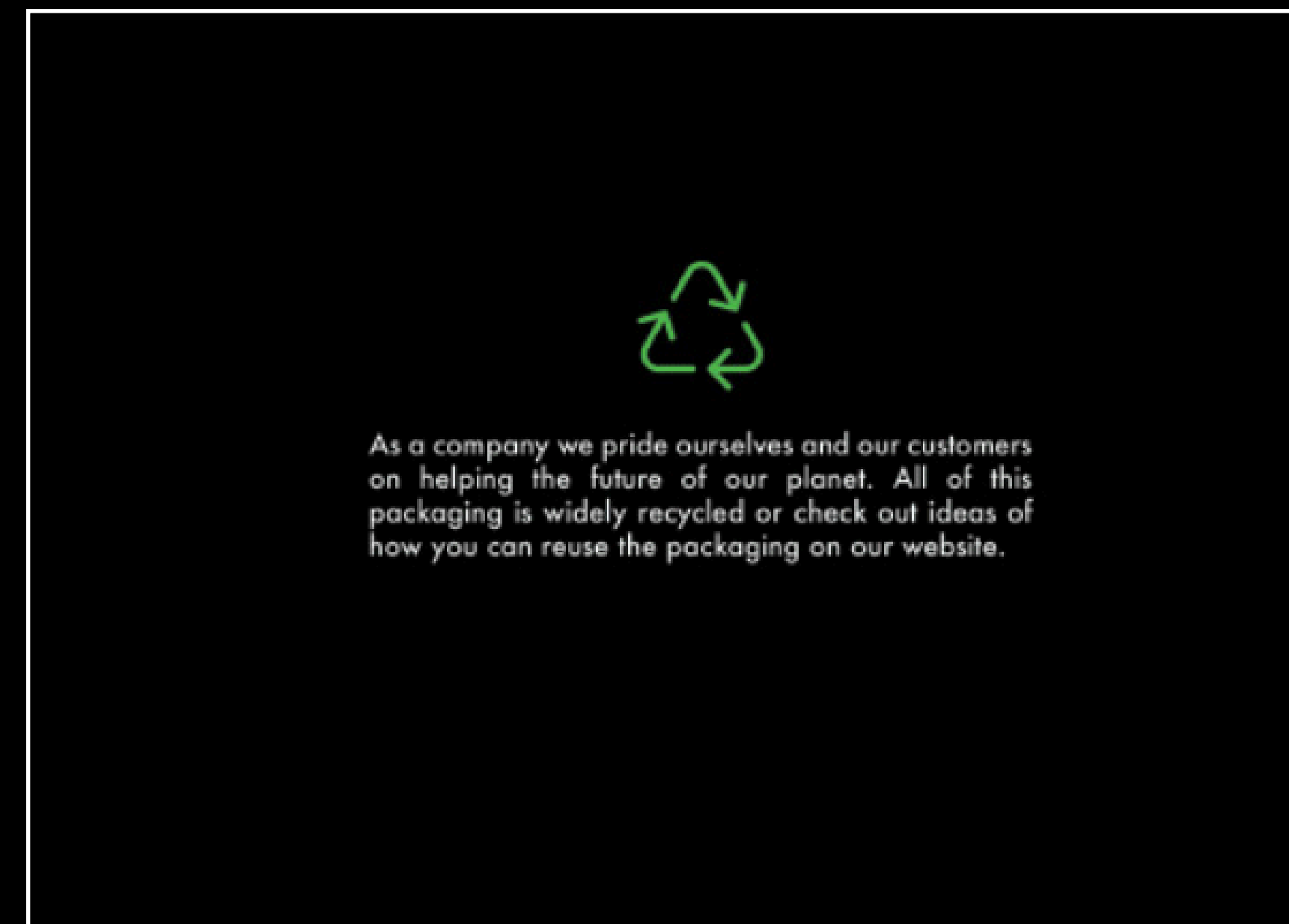
Sustainable aspect were consider within the design with the ‘thank you’ cards and scent cards being on reserve sides; this eliminates having two pieces of card instead of one.

SUSTAINABLE ASPECT

Primary research found consumers find packaging labelling 'over-whelming', the labelling isn't always clear on how you should dispose of the packaging, this can lead to the packaging not being recycled as they don't understand the label or they lead you onto another site instead of giving direct advice.

Opulence packaging will have disposable packaging guidance on the bottom of the boxes. This will encourage consumers to dispose of their packaging correctly. A page on the website will be dedicated of ways to reuse the box and tissue paper in order to reduce any packaging being disposed. The premium packaging wouldn't be full recyclable as the video display in them; this scheme of reuse will try to encourage them to keep the packaging. Having this allows the customers to become more knowledgeable.

The mock up shows how the information would be presented, blending in with the design using a thin recycle logo to draw attention to this.





OVERALL

The main aim for Opulence's packaging is to continue the shopping and buying experience for the customer. Very commonly brands stop communicating with their customers as soon as they brought a product. This strategy will allow consumers to feel recognised while creating brand loyalty.

Using sensory packaging including sound and video will be more costly for the brand however, this is an important marketing tool. If the customers were happy with the product and price, this will encourage positive word-of-mouth to a potential new consumer. When the customers are paying x amount of money for each product, its important to reflect the luxury feel in the packaging; Opulence's packaging does this.

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IMAGE REFERENCING

All mock-ups shown are made by the author, Lauren Sinar.

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