

## BRAND PACKAGING ELEVATING PACKAGING IN THE MARKETING MIX

When this media company wanted to reach the C-suite, we gave them a new image based on insight.

### WHAT WE DID

- Consumer Insight
- Design/Business Strategy
- Concept Development
- Brand Identity Development



We elevated the publication with a new identity and visual positioning that would showcase it's content with authority.

# BRAND PACKAGING

## ELEVATING PACKAGING IN THE MARKETING MIX

### CHALLENGE

Marketers have not always recognized the value of packaging; viewing it as part of product development rather than part of promotion. *Brand Packaging* magazine, the only publication focused entirely on the role of brand packaging within consumer product marketing, came to us for a total redesign. Their presenting problem: they wanted a revitalized brand platform that would convince marketers to consider packaging as part of the integrated brand platform and to recognize packaging as a primary tool for brand building.

### SOLUTION

Through a series of in-depth one-on-one interviews we looked for readers' perceptions, unmet needs and key habits and practices in their use of the magazine.

What we learned: the publication was a paradox. It was respected, not loved. Because packaging was a "stepchild" in the marketing and media mix, readers were asking for help in becoming a stronger, better-informed advocate. They wanted relevant information they could use on ROI for packaging, trends and consumer insight. We used this insight to help the publication reframe its strategy (from reportorial to bold authoritative thought leader) and to use its natural leadership position more boldly. We set out to turn "like it" into "love and gotta have it."

We elevated the publication with a new identity and visual positioning that would showcase the publication's content with authority. We started with a new logo to activate the strategy and tagline. To do this, we used the aspirational carat symbol in place of the "A," reflecting the importance of packaging as the primary brand-building tool.



Preliminary Concepts