

Seed Enterprise Management Institute (SEMIs)

International Training on Seed Marketing (Packaging)

VENUE: University of Nairobi, CAVS

University of Nairobi

Date: 24/07/2012



Tom Mutugu



Introduction

- Packaging are the activities of designing and producing containers or wrappers for a package.
- From the perspective of both the firm and consumers, packaging must achieve a number of objectives;
 - Identify the brand
 - Convey descriptive and persuasive information
 - Facilitate product transportation and protection
 - Assist at-home storage
 - Aid product consumption



Introduction Contd.....

Marketers must choose the aesthetic and functional components of packaging correctly to achieve marketing objectives and meet consumers needs.

- Aesthetic considerations govern a package's size and shape, material, colour, text and graphics. Functionally, structural design is crucial

- For example: innovations over the years have resulted in food packages that are resalable, tamper proof, and more consistent to use, easy to hold, easy to open or squeezable

Benefits

- The package can become an important means of brand recognition.
- The package can convey or imply information to build or reinforce valuable brand associations.
- Structural packaging innovations can create a point of difference that permits a higher profit margin.
- New packages can also expand a market and capture new market segments.
- Packaging changes can have immediate impact on sales



Benefits contd.....

- Packages protect product contents
- Packaging can create strong appeal on the store shelf and stand out clutter.
- Packaging innovations can provide at least a temporary edge on competition
- For this reasons, packaging is particularly cost-effective way to bulid brand equity.
- It is sometimes called "the last five seconds of marketing" as well as "permanent media" or "the last sales person".

Packaging Innovations

- Packaging innovations can provide can provide a short term sales boost.
- Packaging innovations can fuel additional growth in sales.



Package design

- An intergral part of product development and launch ,package design has become a more sophisticated process.
- These days, specialized package designers ,bring artistic techniques and scientific skills to package design in an attempt to meet the marketing objectives.
- Package designers often refer to the “shelf impact” of a package – the visual effect, the package has at the purchase when the consumers see it in the context of other packages in their category.

Package design Contd.....

- Package can improve brand awareness and help in forming brand associations
- Perhaps one of the important visual design element for a package is its colour
- Packaging colour can affect consumers' perception of the product itself
- Colour is thus a critical element of packaging

