

Pack Design

For Healthy Food &
Drink Products

 **Interreg**
Atlantic Area
European Regional Development Fund



 **CAHFES**

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Pack Design Is Where Many Disciplines Meet

Much like the design of the product itself, pack design requires the effective interaction of numerous disciplines in order to deliver a finished product that will achieve successful sales.

It is the meeting point of art, psychology, food science, engineering and legal considerations to name but a few.

Engineering & Materials Science

How should the pack be constructed, and from what materials, in order to be robust, food safe and fit for purpose?

What design best achieves cost efficient packing?

What equipment and labour implications will the pack design have in the packing site?



Consumer Insight and Purchasing Psychology

What pack design will appeal to the target consumers?

How will your chosen design trigger them to buy your product and ensure repeat purchasing?

What visual imagery, wording and hierarchy of messaging should be used?

Legal Compliance

What legal obligations must the on pack labelling and packaging materials meet?

What protocols must we put in place to achieve and prove compliance?

Art & Design

Impactful packaging requires the talents of creative designers, who can provide inspiring design concepts whilst meeting the clients' needs, budgets & deadlines.

Use this training module with the other AHFES Modules to build your Pack Design knowledge

P1-M1 Consumer Insight
P1-M2 Market Understanding
P1-M6 Defining Your Brand Values
P2-M3 Creating A Product Strategy

The work that you have done so far based on these modules will now form a strong basis for the decisions you will need to make to create an effective pack design

P1-M7 Legal Aspects of Development
P1-M8 Tailoring Your Products to Suit Specific Markets

You will need to consider your legal obligations and meet all relevant legislation in any market that you are targeting – at home or abroad.

Coming Soon in Programme 5
Packaging Selection
Legal Labelling
Pack Copy Generation
Artwork Checking

In our final Programme we will be bringing you a more in-depth module about selecting the optimum packaging materials.

We will also cover how to ensure legally compliant pack labelling and will suggest some helpful ways to ensure your pack copy is generated & signed off effectively.

5 Integrated Steps to Pack Design

1. Define The Product

Be clear for which product or range you require the new design



2. Understand the Consumer

Who are the target consumers?
What do they want & respond to?



3. Create A Design Brief

Gather your insights & requirements into an informative brief document – why not use our suggested template & adapt it to your needs?



4. Appoint A Designer

Select a designer who you think you can work closely with to achieve your goals



5. Review, Refine & Launch

Decide on the best design, action any amendments to strengthen its impact and manage the design project through to launch



Defining the product sounds deceptively simple !

- However, product development is often an evolving and iterative process in which products may alter as a result of consumer feedback, production and engineering trials and input from your customers' buying and food safety teams.
- It is important to have robust mechanisms in place to ensure all the interested parties are well informed of changes as a project moves forward.
- This ensures that the relatively expensive process of pack design is based upon the most up to date information, saving you time and money.
- Also think about the future – will this product be part of a growing range ?
- Or do you have plans to move the brand into other market sectors ?
- This will be important information for any designer to ensure that the design is “future proofed” to allow new variants or ranges to be coherent in your range infrastructure.



Communicate : Products can evolve quickly & significantly during your development or reformulation process – keep everyone involved updated on what’s happening – and have one eye on possible future plans

How will you grab the consumer's attention ?

- All the information that you have built up from your consumer research along with your customer personas, benchmarking and market insight now comes into its own.
- You will need to brief the designer fully on all the functional, social and emotional aspects of your target consumers needs, desires and behaviours.

HEALTHY FOOD & DRINK CUSTOMER PERSONA TEMPLATE

ADD A REPRESENTATIVE PHOTO or AVATAR

NAME :

LIFESTAGE :

AGE :

LIVES :

WORKS AS :

SHOPS AT :

EATS OUT AT :

WATCHES :

LISTENS TO :

READS :

FAVOURITE BRANDS :

SHOPPING PERSONALITY

On the Hoof ↔ List Maker

Local Brands ↔ Major/Own Brands

Shops instore ↔ Shops Online

Sticks to Favourites ↔ Experimental

Buying for Family ↔ Buying for Self

Loves Shopping ↔ Reluctant Shopper

FOOD & DRINK PERSONALITY

Healthy ↔ Indulgent

Specific Health Goal ↔ General Health

Carnivore ↔ Vegan

Scratch Cooking ↔ Prepared Meals

Meat & 2 Veg ↔ Snacking

Plan ↔ Spicy

MORNING

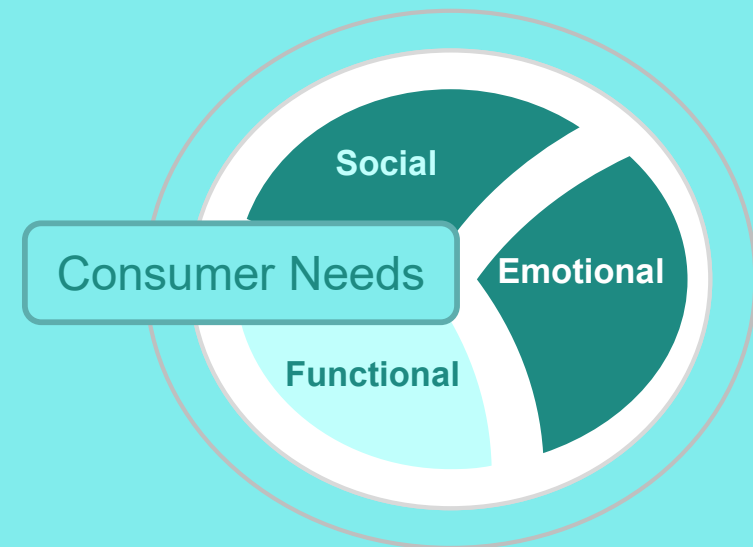
THEIR FOOD & DRINK DAY

EVENING

LIKES

DISLIKES

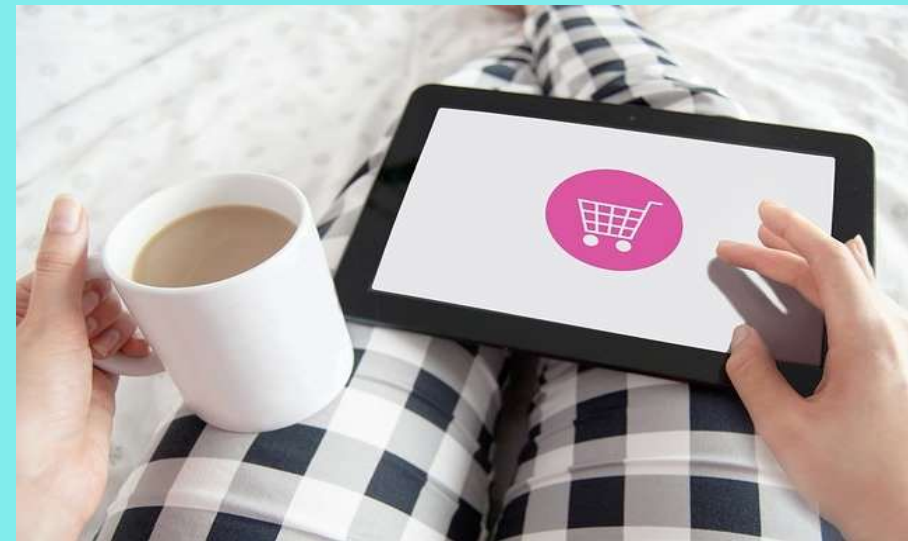
FRUSTRATIONS



Share Your Insight : The more you can tell your designer about your customers, the better they can create a design to appeal to them on multiple psychological levels.

What are your competition doing ?

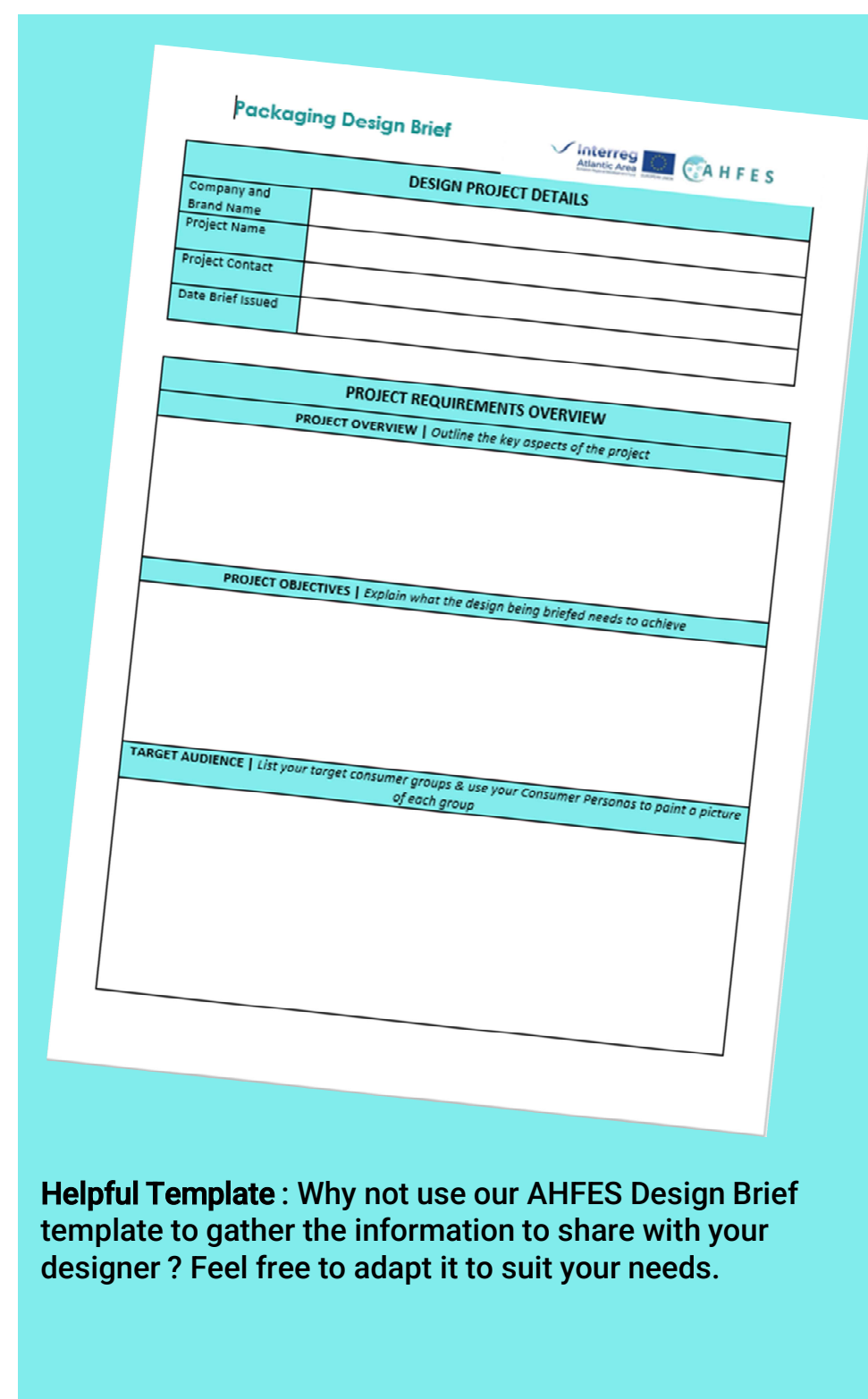
- Whether you plan to sell your products in a supermarket, specialist store, impulse location like a convenience store or petrol station forecourt, or even online, they will be competing for consumers' attention.
- Impactful and memorable pack design is needed to catch the shopper's eye – and ensure they can find the product again when they want to make a repeat purchase.
- Providing examples of how any existing products, which will be competing for consumers' attention with your own product, are designed and look on shelf is extremely helpful.
- It allows your designer to find creative ways to express your product and brand's unique identity and attributes, whilst also effectively meeting consumers' expectations as to how products in the sector should be presented.



Identify Your Unique Offer : Regardless of which sales channels and route to market you select for your products, they must stand out for the crowd to ensure good sales.

A structured Design Brief facilitates good design

- An effective design brief needs to be informative but to the point, and inspiring yet address practical issues.
- It should give the designer sufficient information to allow them to get “under the skin” of your product and brand, but not be overwhelming or long-winded.



The image shows a 'Packaging Design Brief' form template. At the top right, it features logos for 'interreg Atlantic Area', the European Union flag, and 'AHFES'. The form is divided into two main sections: 'DESIGN PROJECT DETAILS' and 'PROJECT REQUIREMENTS OVERVIEW'. The 'DESIGN PROJECT DETAILS' section includes a table with four rows: 'Company and Brand Name', 'Project Name', 'Project Contact', and 'Date Brief Issued'. The 'PROJECT REQUIREMENTS OVERVIEW' section is divided into three sub-sections: 'PROJECT OVERVIEW | Outline the key aspects of the project', 'PROJECT OBJECTIVES | Explain what the design being briefed needs to achieve', and 'TARGET AUDIENCE | List your target consumer groups & use your Consumer Personas to paint a picture of each group'. Each sub-section has a large empty box for text entry.

DESIGN PROJECT DETAILS	
Company and Brand Name	
Project Name	
Project Contact	
Date Brief Issued	

PROJECT REQUIREMENTS OVERVIEW

PROJECT OVERVIEW | Outline the key aspects of the project

PROJECT OBJECTIVES | Explain what the design being briefed needs to achieve

TARGET AUDIENCE | List your target consumer groups & use your Consumer Personas to paint a picture of each group

Helpful Template : Why not use our AHFES Design Brief template to gather the information to share with your designer ? Feel free to adapt it to suit your needs.

HEALTHY FOOD & DRINK DESIGNS FROM THE AHFES REGIONS

Inspire Your Designers Too !

- You are employing a designer for their creative skills, professional knowledge and to produce ideas that you might not come up with on your own.
- You will release these talents more effectively if you allow the designer the freedom to be creative within sensible boundaries, but without being overly prescriptive.
- Designers are inherently visual thinkers, so providing them with imagery is a very effective way to convey the mood and “tone of voice” that you wish to achieve.



Visual Thinking: You could create a physical or digital mood-board to show the designer some product designs that appeal to you – like these examples from the healthy bagged snacking category.



Finding the Right Designer for You

You will be working closely with your designer over the duration of your project, so it is important to find someone that you feel understands your business, can meet your needs and with whom you can build a good working relationship.

You may choose to tender your design contract, and brief multiple design agencies.

This will allow you to compare what they can offer on the basis of aspects such as :

- professional, attentive customer service from brief to “file to printer” stage
- a consistent point of contact you can rely upon to respond to your needs
- acceptable prices for the initial designs and subsequent amendments
- their ability to meet your project timelines
- their creative interpretation of your brief – do they “get” what you want to achieve ?
- the most impactful designs with strong customer appeal
- do they offer any “add on services” you may need – for example product photography





Design Deadlines

You will have to determine how many initial design options your designer will create for the budget that you have available

From these you may choose a design to progress or combine elements you like from the various options

You should agree with the designer what physical or electronic outputs you will require from them

Ensure both you and the designer are clear about the timelines for when these outputs will be delivered to you, and how quickly any amendments can be made to refine the designs





Designer Outputs

Ask the designer what Design Software they intend to use and ensure that they can provide file types(e.g. PDF/ Adobe Illustrator) that you can access.

They also need to be accessible to anyone who needs to view the files – such as your external legal compliance consultant, your customers or a consumer research agency

Tell the designer if you also need the pack designs on a mounted board or 3D digital version to get consumer feedback or prototypes/mock-ups to discuss with packaging equipment providers or to display at trade shows or events





Briefing the Designer – Setting the Project Scope

From the outset it is important to clearly share certain key information with any designers that you wish to brief or ask to tender for your business.

This would include discussing

What are your timelines ?

State the **dates** that you will want to see their first concept designs, and also the ultimate date at which you will need the packaging to be delivered to your packing site.

Also mention any **key interim dates** – such as samples needed for consumer research or trade exhibitions.

What are your financial requirements ?

This will include not only the **designers fees** to generate the design, make any amendments and manage your project through to releasing the design files to the printer, but also **unit cost guidelines** for the packaging items themselves.



Time is Money ! : It is far better to be clear with your designer about the constraints you have for both budgets and deadlines, as this saves everyone time and effort in the long run.



Briefing the Designer – Defining Your Objectives

Impact & Competition ?

Are you trying to increase sales by improving your on-shelf impact, or are you trying to counter competitor activity ?

New Customers & Shifting Market Dynamics ?

Or maybe you are responding to shifts in the market or a new target consumer group you have identified ?

Refresh ?

Are you redesigning just this product, the full range or implementing a complete brand update ? This will affect the time to create suitable designs as well as the budget needed.

Fit for the Future ?

Think about how the design needs to be “future-proofed” ? What additional products could you anticipate that will be added to the range in the future ?

Would the brand be strong and flexible enough to be effective in multiple, new and diverse market sectors ?

HEALTHY FOOD & DRINK DESIGNS FROM THE AHFES REGIONS



Take A Look : This clean, minimal design from Ékolo Bio has transferred successfully across different ranges, from juices to preserves.

The standout message is “Bio” indicating organic products. The 3l bag in box introduces imagery and demonstrates how the box tap works.

The large format allows the box to feature different languages on each side.



Briefing the Designer – Defining Your Objectives

Right Pack Design for the Right Sales Channel

- Is the design needed to allow you to enter new sales channels such as a different type of outlet or be “delivery friendly” for e-commerce usage ?
- What are the implications of this to how your design needs to function ?

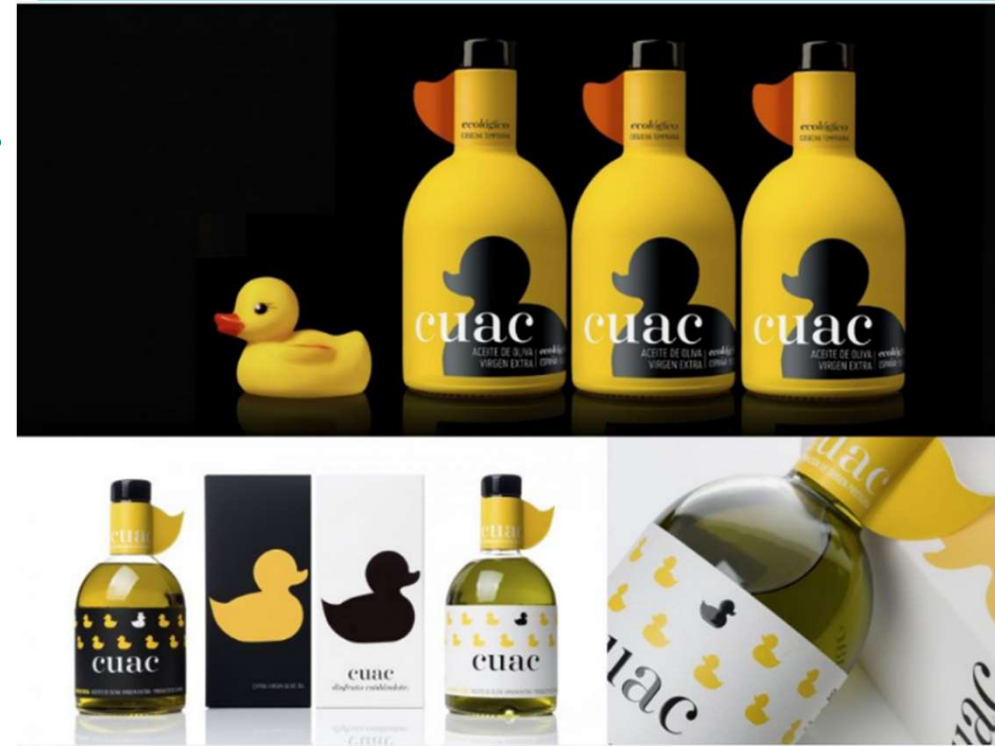
Tailoring the Design to Market Needs

- Does an existing design need to be tailored to suit the nuances of a new export market – if so will it need to accommodate pack-copy in multiple languages ?
- Remember we have a whole training module called P1-M8 Tailoring Products to meet Specific Markets, check it out for more information & inspiration.

Design Conventions vs. Bold & Different

- Are you introducing your brand into a new market sector ?
- if so, does this category have its own design conventions and key information consumers want to know about the product ?
- Are there certain “messaging cues “ that consumers expect to see on pack, which will orientate them & give them confidence to try a new product ?
- How conventional or different do you want your design to be from the norm ?

HEALTHY FOOD & DRINK DESIGNS FROM THE AHFES REGIONS



Take A Look : The Cuac brand of Olive Oil has taken a radically different approach to their bottle designs, than the more traditional & artisan packaging designs often found in this category.

Their award winning design features “rubber ducks” to symbolise the child-like enthusiasm of the team producing the oil, from their farm called “Finca Los Patos” (Ducks Farm).

It grabs the consumers’ attention on shelf in a busy category.



Briefing the Designer – Your Target Customers

- Here you should use all the consumer research that you have collected.
- Share the customer personas that you have constructed for the different target groups you have identified
- Explain the demographics – such as lifestage or age, income profiles, geographic locations and shopping habits.
- Outline their personality traits, interests and lifestyle choices
- Highlight the functional, social and emotional needs that you have uncovered.

HEALTHY FOOD & DRINK DESIGNS FROM THE AHFES REGIONS



Take A Look : Notice how this packaging from healthy infant snacking company, Heavenly All, combines bold colours to differentiate the individual products with a consistent blue to showcase the brand identity. The sleek, modern design is teamed with a playful font, in keeping with the target group of those shopping for infants.

The suggestion of hearts subliminally conveys the love parents or guardians are showing their infants by choosing these healthy options.

In the top right corner the target age group (i.e. 6+ month/12+ months) is clearly communicated in a dark colour to draw the eye towards information which reassures the adult selecting the product that it is age-appropriate as part of the diet needed at that stage of the infant's growth. The design works well across multiple products of differing size, shape and functionality, creating a strong brand **18** identity.



Briefing the Designer – Your Target Customers

Explain how your target consumers come to a purchasing decision – you could illustrate this with a decision tree.

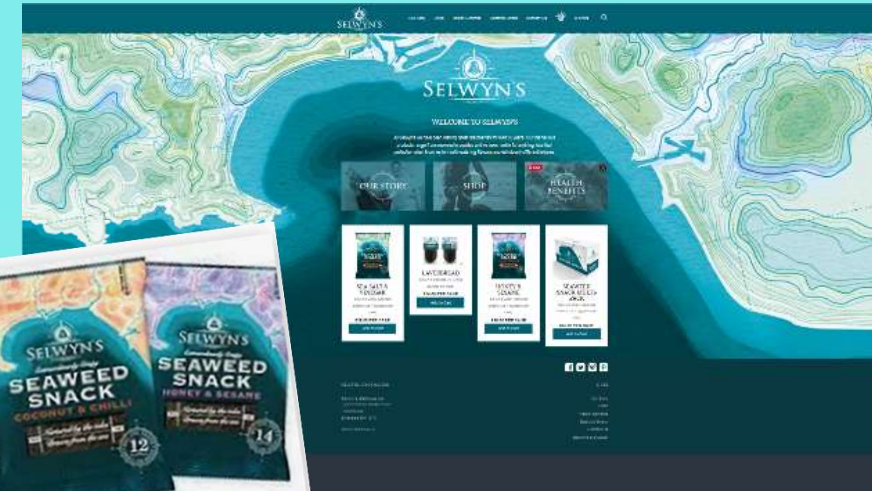
Share what you have discovered about their psychological motivations and how this influences how they purchase products in this category.

What are the trigger “calls to purchase” that resonate with consumers in this sector ?

Think about how the brand and product design will translate into your marketing communications and web presence

Consider how the design will be effective on your planned social media campaigns.

HEALTHY FOOD & DRINK DESIGNS FROM THE AHFES REGIONS



Take A Look : Selwyn's Seafood highlight their connection with the ocean by using characteristic sea-charts style imagery to promote their brand identity across both their pack designs and their website.

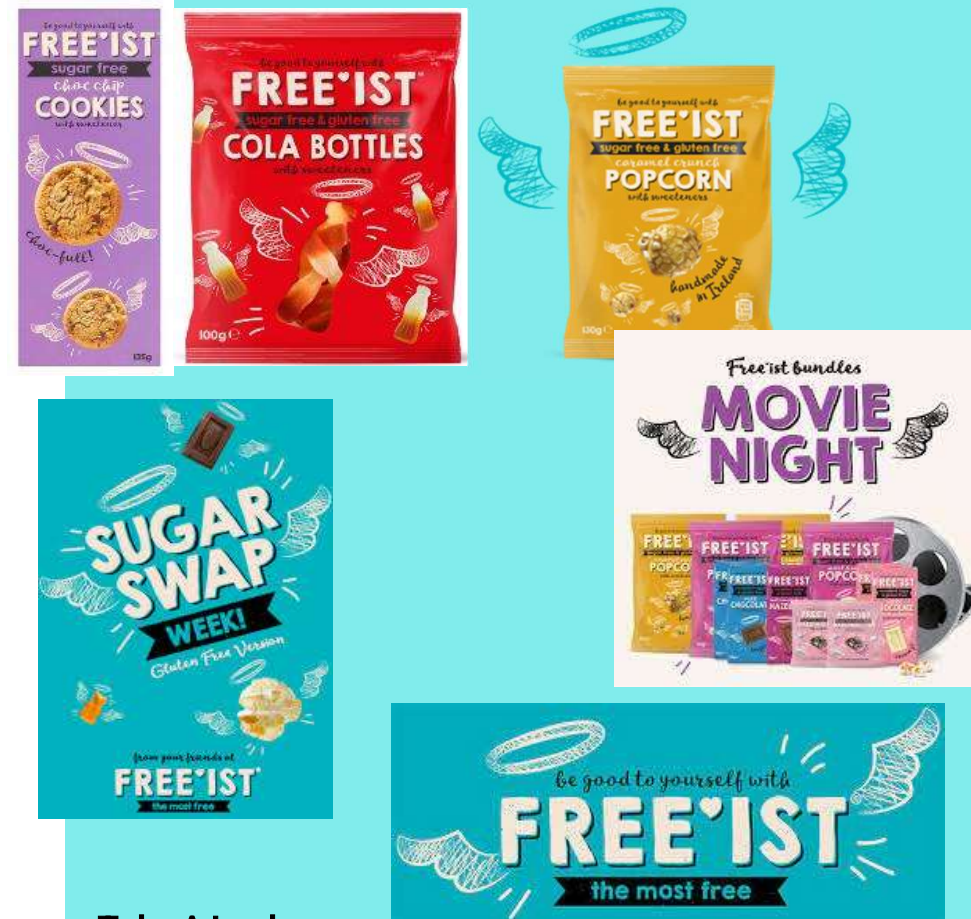
Note how That Protein have adopted muted natural colours - such as mushroom, taupe, kraft, wood and beige – to emphasis the plant based protein they offer. They use this colour palette consistently across their packaging, marketing, advertising & communications.



Briefing the Designer – Explaining Your Brand

- Use the resources you built up as you completed your Product Strategy Workbook to explain the positioning of your brand or product – such as “good, better, best” (value, standard or premium tier)
- Explain what have you identified is uniquely appealing about your offering
- Tell the designer what emotions you want your target consumers to feel when they see and interact with your product
- Outline how will the design needs to appeal to your target audience to trigger them to choose your product
- Highlight what will make it unique in the market

HEALTHY FOOD & DRINK DESIGNS FROM THE AHFES REGIONS



Take A Look :

The design team behind Free- ist - who offer a range of sugar free, gluten free and other free-from options in biscuits, cookies, sweets and snacks - have adopted a playful, sketchy style to create an Angels' wings & halo motif for the brand to convey their “better for you” message.

This motif is used consistently on pack, in their social media campaigns and to feature products online. 20



Briefing the Designer – Competitors & Inspiration

- Outline what the competitors packaging is like in this category
- Show how their product positioning compares to yours and point out any design conventions used in the sector
- As we have said, designers are visual thinkers, so use visual examples to inspire them
- Provide the designer with examples of competitors' packaging and share whether you want to emulate them or be completely different and in what respects

HEALTHY FOOD & DRINK DESIGNS FROM THE AHFES REGIONS



Take A Look :

These are a few examples of Kefir on sale in the AHFES regions, note the remarkable consistency of pale white & cream background colours and pastel highlights. Constructing a reference resource like this for your designer helps set the backdrop for your own design aspirations.



Briefing the Designer – Competitors & Inspiration

Include some examples of packaging in your brief from any market sectors which appeals to you

Explain to the designer what you like about them – is it

colour combinations

font or typography

the layout style

“tone of voice” used in the marketing copy

mood the pack design evokes

unique or conforming to the sector norms

modern, playful, traditional, artisanal or vintage

classic, chic or quirky

HEALTHY FOOD & DRINK DESIGNS FROM THE AHFES REGIONS



Take A Look :

At first glance these Sparkling water designs might appeal very different, but notice that the brand is positioned consistently one third of the way down the can, with key messaging like the calorie contents in the lower right hand side of the front face.



Briefing the Designer – Creative “Must Haves” & “No Go” Areas



If this brief is introducing a new product or range into your existing brand, you may have certain **critical elements** that are already **well established** and need to be **consistent** across all product variants such as

- Brand identity & logos
- Pantone colours
- Fonts
- Graphics
- Imagery style

Ensure the designer knows what is a “**must-have**” component of the design and what is a “**no go**” area to avoid

However, if this is a complete brand redesign or an entirely new product range, then some of this information may not yet have been defined – so look around for what inspires you !

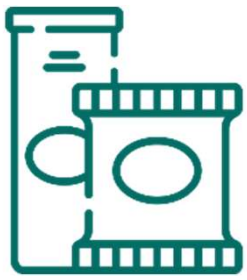
Your designer should work with you to suggest options which you can **test with consumers**

You should also discuss the **practical implications** of any design options with your printer before you agree which to progress



Find Design Elements that appeal to you & your Target Consumers :

Many companies like Creative Market & Shutterstock offer design elements such as fonts, photographs and illustrations – so check out what you think works well with your brand and the values you want to convey.



Briefing the Designer – Packaging Practicalities

There are many practical considerations that your designer needs to know about.

What functions must the packaging achieve – for example

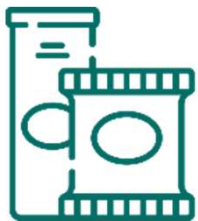
1. shelf life preservation & remaining robust throughout the likely time in circulation
2. protect contents from crushing
3. stackable on shelf & in transit
4. achieving target throughputs on automated packing lines
5. where and how any date code information will be applied
6. what face will be presented to customers when on display e.g. the front or stacked on the shelf with only the rising/side face visible



Take A Look :

Where you will be adding your product date code information is always an important consideration and changes by production line set up, so consult your engineers on this.

Note how tea brand Suki have selected different packaging formats for different targets – sturdy pouches for food service clients, attractively printed boxes for gifting and an innovative triangular pack which can create eye-catching displays on free-standing island units in specialist shops.



Briefing the Designer – Printing Considerations



You will also want to discuss printing and packaging manufacturing details with your designer including

Who is the intended printer & what process will be used to create the packaging?

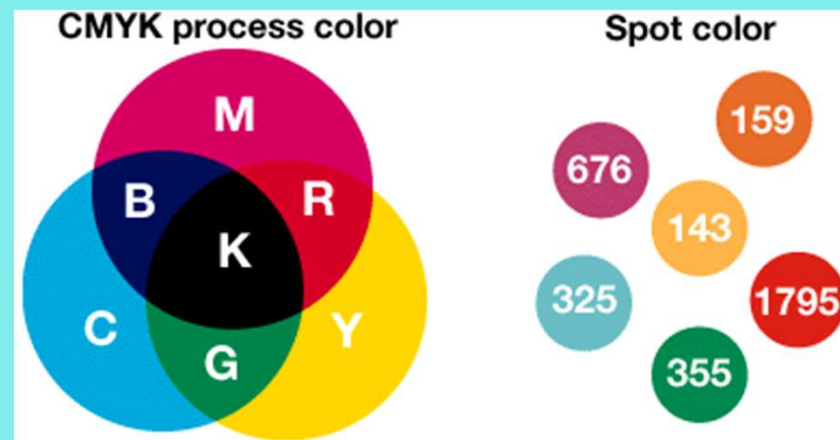
What printing presses and image carrier will be used by the printers?

The approach to colours in the design is important to the look and cost of your packaging.

Many colours can be achieved by combining printing from a 4 colour process, which reduces costs as less printing plates are needed.

However to obtain some specific colours, intensities or brand specific colours somethings “spot colours” need to be added.

In general, the more colours that need unique plates, the more expensive the packaging will be.



#D35C78 RGB 211 92 120 CMYK 13 75 34 2	#F5DF4D RGB 245 233 77 CMYK 8 7 78 0	#079DB2 RGB 7 152 178 CMYK 78 26 18 2	#02569B RGB 2 86 155 CMYK 95 66 8 0	#939597 RGB 147 149 151 CMYK 44 33 33 12



Briefing the Designer – Packaging Specifications

Decide your intended substrate or packaging material for the new package.

This should include it being robust and fit for purpose to transport & store the product effectively, as well as it being an important sales display which attracts consumers

How the packaging can be handled at the end of its useful life also needs to be considered

Also brief the designer on what levels of recyclability you wish to achieve in the materials and communicate to the consumer

Most consumers wish to recycle the packaging they use and expect it to be environmentally friendly

So to fulfil these expectations, you need to choose materials which are not just technically recyclable but actually recycled at scale in the country where you will be selling your product

HEALTHY FOOD & DRINK DESIGNS FROM THE AHFES REGIONS



Take A Look :

In this award winning design, Portuguese company meia.dúzia ® presents 6 flavours of their honey products in their signature aluminium tubes in a hexagonal box inspired by the shape of honeycomb.

The on pack imagery also features a honeycomb pattern and there is text on each of the hexagon faces, meaning that the design is both relevant to the product, attractive to consumers and functionally designed to be read from all directions.



Widely Recycled



Check Locally



Not Yet Recycled



Widely Recycled



Check Locally



Not Yet Recycled



Widely Recycled



PETE



HDPE



PVC



LDPE



PP



PS



OTHER



Briefing the Designer – Packaging Dimensions

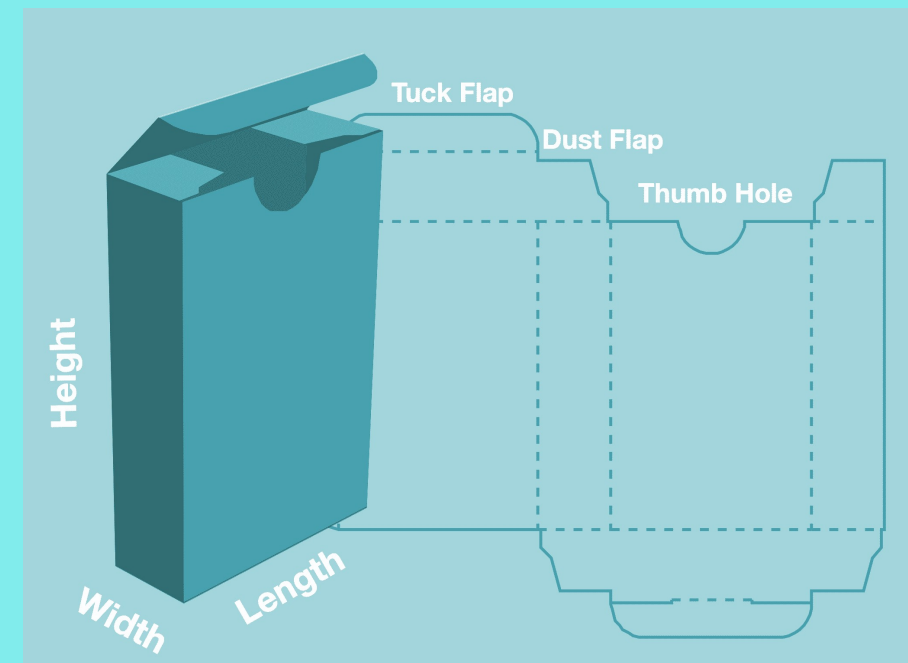
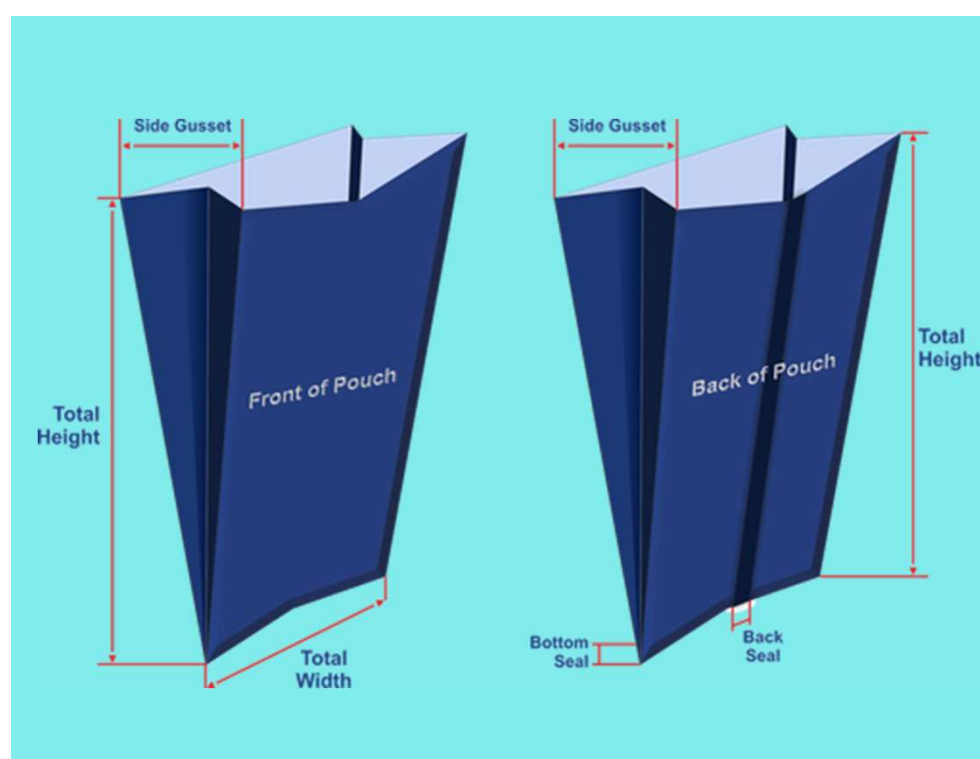
Define what is the desired size, dimensions and shape for the pack.

This needs to allow enough room for the packing process but always remember that the packaging must not mislead the consumer as to how much it contains.

Also the larger the pack, the more room it takes up during distribution, so the more expensive the transport will be to distribute it.

You will want to optimise the packaging to take all these factors into consideration.

For card and paper, where the fold-lines are located will affect the orientation of the different faces of the packaging





Briefing the Designer – On Pack Communication

You should give the designer a list of what text based information the packaging will need to contain

You can do this using a Pack Copy document that will include

1. all the information that is needed to meet your legal obligations
2. your marketing and brand values messages

As well as text based communication you may need to think about how the **imagery** you use will communicate your desired messages

Also, do you wish to include other images such as logos for any awards you have won

logos for accreditations schemes that you abide by – organic, animal welfare, environmental standards etc

flashes stating key nutritional information such as “high in/ source of” or calories per portion

HEALTHY FOOD & DRINK DESIGNS FROM THE AHFES REGIONS



Take A Look :

Linwoods Health Foods from Northern Ireland use a sequence of flashes to highlight key nutritional information and a bespoke flash to communicate their “cold milled” production process.

Forest Feast ensure that the nutritional panel dominates the back of pack design, emphasising the health benefits of the foods.



Briefing the Designer – Design Elements & Consumer Psychology

Over the past 15 years, considerable research has been conducted by academic psychologists to help food producers decide which elements of the design most help attract consumers attention and convert this into sales.

These studies emphasised that often consumer perceptions are very specific to different food categories and choices of colours, imagery and pack format vary widely for different types of food. This highlights the need for consumer feedback on any designs you are considering.

In general attractive, visually appealing images of the food product grab consumers' attention and prompt them to buy – and even to enjoy the eating experience more.

Any images used should be genuine and not overly digitally enhanced, as consumers have strong views that pack designs should be truthful, sincere, easy to understand and legitimate in their claims.

The use of transparent windows in packaging may promote trust when consumers are not familiar with a brand or product, but should only be used if the product inside the pack remains attractive throughout the supply chain.

HEALTHY FOOD & DRINK DESIGNS FROM THE AHFES REGIONS



Take A Look :

Soria Natural combine bold black and green colours with a transparent window and use flashes to declare their product is “bio” (organic) and the oil used in the recipe.

Do Goodly Dips are presented in clear tubs which showcase the vivid colours of their dips and sleeves in colours which mimic those contents also feature their “source of” or “high in” nutritional claims on the lower front of pack panel.

Irish brand Eat Trout make use of both windows in the sleeves on visually appealing products and photographic images where product usage ideas can support sales appeal.



Choosing Your Design & Progressing to Launch

- Your chosen design agency, will develop the master packaging concepts based on their interpretation of the information you have shared with them.
- They may offer you several design options which you will need to review.
- You will want to make sure that the chosen design is the best option, that it reflects your brand goals and vision and appeals to your target customers.
- It's a good idea to refer back to the initial design brief you gave the designer to make sure that the design meets your initial objectives.
- Sometimes design components are left out because the design would be too cluttered or visually confusing, or what you had hoped to fit on the packaging is simply too much given your intended pack size and shape.
- However something may simply have been overlooked – so do check this with the designer.

HEALTHY FOOD & DRINK DESIGNS FROM THE AHFES REGIONS



Take A Look : The Feliz brand (Feliz is Portuguese for Happy) market their Angolan nuts in Portugal using this clean yet fun design.

It is inspired by the joyful smiles of Angolan girls and boys and conveys the happy ethos of the brand with a bold, simple design the front face of which is intended to be viewed easily on shelf.

The 100% Natural message has been selected as the key marketing message and is featured in a roundel positioned in direct line of viewing when the product title is read in the left to right convention.



Getting Feedback on the Design from Consumers

Sharing your design options with your current or new target consumers and asking for their feedback is a great way to test if the design achieves your goals.

You could ask

- Do they find the design appealing and what do they like about it? Or dislike?
- Would the design encourage them to purchase the product?
- Does it tell them everything they want to know about the product? This is especially important if you are targeting new customers – what might be obvious to you as an expert in the product, might not be to them!
- Do they think the packaging is practically functional for how they use the product?
- Thinking about their social and emotional needs, how does the design make them feel about the product?



Ways to get feedback :

Take a design mock up or design board to a venue where you can show it to customers and get their feedback, this might be by asking permission to chat to customers in a shop that stocks your product or a food festival or market.

Ask family and friends of colleagues for opinions

Ask your social media community to vote on options using a poll function

Ask for feedback from selected customers on your business's mailing list



Getting Feedback on the Design from Key Customers

Another great place to seek feedback is from some of your important customers – you could ask them

- Do they feel the design and packaging format you have chosen would sit well in their product display ?
- Will it work with the shelving profiles they use ?
- For example, some major supermarkets have specific maximum pack size they allow to fit the height and depth available on a shelf and optimise the product facings and use of space.
- Some smaller stores may prefer a portrait design as it takes up less shelf space than a landscape pack.
- If the pack will be sold stacked one on top of the other with only the side panel – also called the “rising face” - showing – is there enough design visible to “sell” the product ?
- How does the design interact with the lighting they use in their stores ?
- Is it easy to shop ? Some designs look amazing on paper but it becomes virtually impossible to tell one product variety from another on shelf !





Getting Feedback on the Design from your Printer

Equally important is confirming that the designs being reviewed can be printed effectively, so it is a good idea to include your nominated print partners in any preproduction meetings with the designer to avoid costly changes at a later stage.

Various printing processes exist such as Litho (Offset), Flexo, Gravure and Digital – you will need to find out which printing approach will achieve your desired results.

Explore the following with your printer :

Can they replicate the design concept on the press they use ?

How will the packaging materials you would like to use impact on how the design translates to the final pack ?

Are there any issues with printing the design, and can they suggest any solutions ?

Are there ways to streamline the design to print workflow to reduce timelines and costs ?

What colour approach is best ?

How many colours and what type – CMYK/ Pantone - are needed to achieve the design proposed ?

How much will it cost to print the desired design?





Taking the Design to Launch

Taking a project management approach to progressing your design from the initial concept to the launch, helps you meet your deadlines and keep budgets under control.

It is best to agree with the key decision makers in your business exactly which products are involved, and the timelines needed to achieve the desired launch dates.

This can avoid “mission creep” which can delay the launch and escalate costs.

Ensuring that key internal and external stakeholders are kept fully up to date with the project’s progress allows work to be prioritised as needed and makes certain that no-one is working based on out of date information.





Construct a Detailed Budget

Your budget needs to cover all your anticipated costs and highlight when the payment for these will become due.

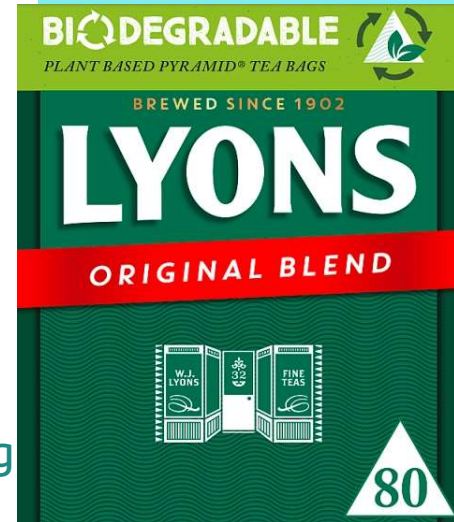
It is important to regularly review what you are spending so that you can keep a firm control on your costs.

Every change that you ask your designer to make will come at a cost, whether this is the positioning of elements or colours on the layout, the text and font, logos or the imagery used.

It is often much more cost effective to gather all your amendments together and have these made at one time, as making numerous small changes will become expensive.

You may need to take corrective actions to save money, if costs are exceeding your budget.

HEALTHY FOOD & DRINK DESIGNS FROM THE AHFES REGIONS



Take A Look :

These Irish brands are complementing their product offer with packaging choices which appeal to consumers in various ways.

“Free From Award” winning Kinsale Bay Chowder offers ease of use with a ready to microwave tub, whilst Lyons biodegradable tea bags and the 100% recyclable bottles from water bran, Ballygowan highlight environmental credentials which appeal to consumers social and emotional needs.



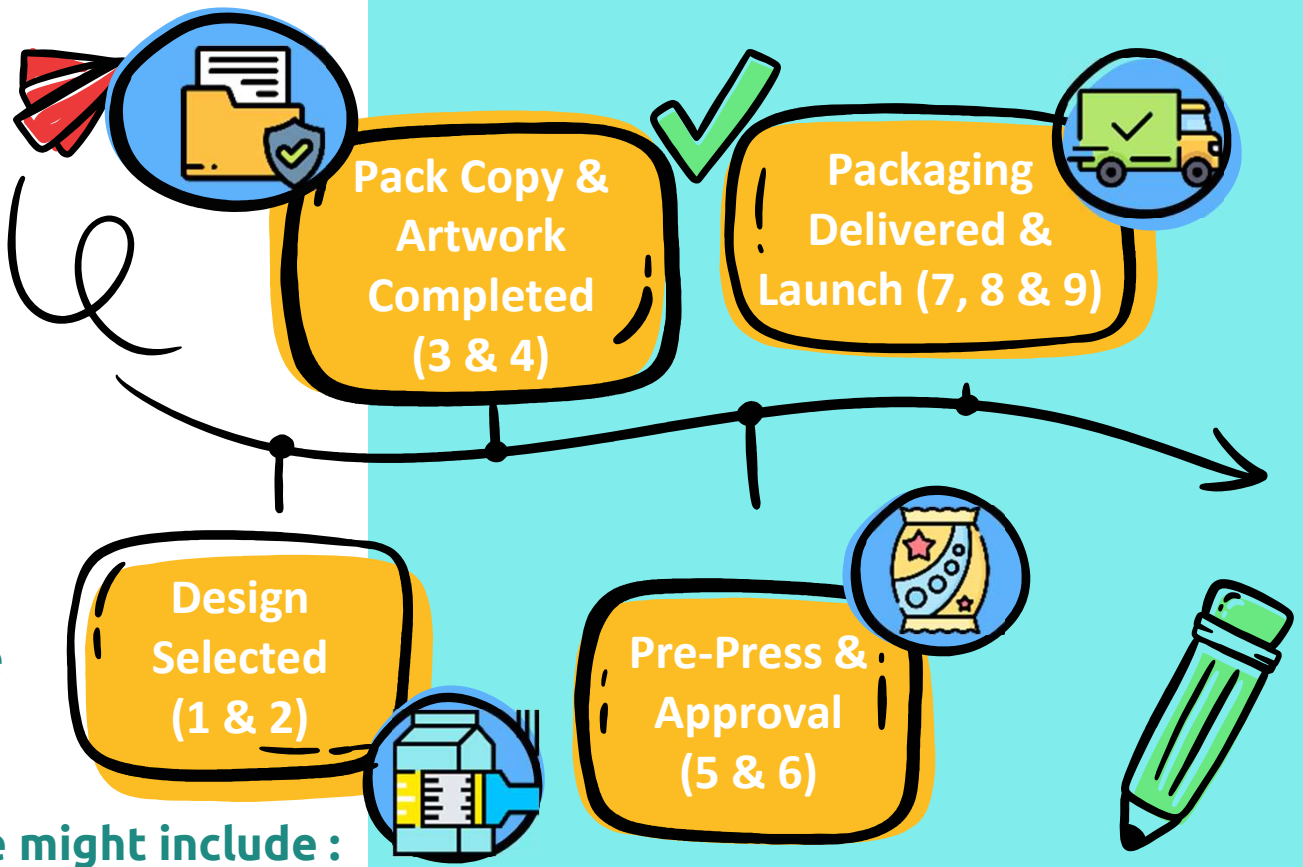
Monitoring Your Timeline

Creating a clear timeline for your design project with critical milestones and deadlines defined will help keep your project on track.

Monitoring your activities against your timeline frequently can ensure you make any corrections needed to hit your deadlines.

- **Key milestone dates on your timeline might include :**

1. Review and Feedback on the Design
2. Final Approval of the Design
3. Pack Copy Generation and Validation
4. Artwork Checking and Legal Sign-Off
5. Prepress (Activities completed by the printer after you order and supply graphics, but before they start printing)



6. Proofing and final approval to print
7. Printing and delivery to your packing site
8. Checking and approval of final printed packaging
9. Launch deliveries of your product to customers



Dedicating Time & Focus

Another benefit of having a clear timeline is that you will be able to let anyone involved in the design checking and approval process know, in advance, when their expertise will be needed; allowing them to plan the time needed.

Everyone responsible for preparing information for packaging will need to dedicate time and focused attention to the task, as mistakes are costly to correct. This is also true for the stage of reviewing and approving the artwork when especially close attention to detail is needed.

Errors on the final packaging, which are not eliminated at this stage, can mean products have to be withdrawn from sale after launch.

This may damage your brand's reputation and customer relationships, incur fines from major customers. It may have legal implications, and even be life threatening, for example, if allergens are wrongly declared on the pack.

So ensuring that appropriately trained staff dedicate the time and focus needed is essential.





Checklist To Launch

It can be helpful to create a checklist of all the activities that will be needed to move your design from concept to launch – these may vary from project to project but common actions might include the following :

1. Design Feedback assessed and any changes made
2. Pack photography conducted or images created
3. Packcopy generated and cross checked (list the various people that need to do this e.g. Technical/ NPD/ Marketing)
4. Packcopy inserted into design and artwork issued
5. All changes reassessed, checked and approved (again list the various people that need to do this e.g. Technical/ Engineering/ NPD/ Marketing/ External Legal Checks)
6. Designers informed that design has final approval
7. Designer prepares files for printer
8. Printer confirms files have been successfully translated to allow print run to commence
9. Final printer version of design artwork checked and approved by named approvers
10. Delivery of print run to packing site
11. Final packaging checked and released to production team for first production, ensuring any previous packaging that is now redundant is removed from use

HEALTHY FOOD & DRINK DESIGNS FROM THE AHFES REGIONS



Take A Look : 3 Irish entrepreneurs took inspiration from the flavours of California to create a brand which they aspire to ensure brings flavour and fun to the healthy eating sector.

Their characteristic sunny, bright orange colour forms a backdrop to their upbeat design motifs, that are echoed across all the various products they offer from sauces to snacks and seasonings.

Health messaging is conveyed in a series of roundels at the base of each pack or label and support their 100% Taste, 0% Guilt brand strapline.





Marketing & Continuous Research

Having taken all this time and effort to launch your redesign or new product design on the market, don't forget to promote it !

Include your new design in your marketing campaigns and draw upon what you learnt in your customer feedback sessions to create a fanfare about your product.

The efforts you make to get the best possible Pack Design, and implement it effectively, will pay back your investment by appealing to your target consumers, allowing your product to stand out and be purchased easily.

It is therefore a crucial part of your sales strategy, so as you move forward, continuously review your market sector to understand how it is evolving, what your competitors are doing and changes in consumer needs or behaviour.

In this way you can adapt your design to remain relevant and impactful, thereby driving sales growth.

HEALTHY FOOD & DRINK DESIGNS FROM THE AHFES REGIONS



Take A Look : Irish dairy brand Glenisk market a range of high protein yogurt products with packaging formats designed to make their products easy and convenient to use.

Consumer research will have informed their decisions as to how, when and where customers want to use their products and so their breakfast packs feature the yogurt in the main tub, with a separate upper section containing a variety of crunchy toppings which are added at the time of eating to provide extra nutrition and a contrasting texture.

Their hexagonal box of high protein “Go Shots” offers a multipack from which consumers can take a tube of yogurt, ideal for lunchboxes or on the go eating.



We hope that you have found this training module a useful and helpful support to your healthy food and drink innovation.

This training module is one of a number of training opportunities, organised into themed training programmes to support SME's (small & medium sized enterprises) in the participating regions of Wales, Northern Ireland, Ireland, Spain, Portugal and France to successfully bring new and reformulated healthy food and drink products to market.

The training was created by the partners within the AHFES project which is a quadruple helix Atlantic area healthy food eco-system for the growth of SME's funded by the European Union under the Interreg Atlantic Area Funding Programme.

This programme promotes transnational cooperation among 36 Atlantic regions of 5 European countries and co-finances cooperation projects in the fields of Innovation & Competitiveness, Resource Efficiency, Territorial Risks Management, Biodiversity and Natural & Cultural Assets.

For more information about other training available [please click here](#).



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