

# Four Basic Principles of Good Package Design



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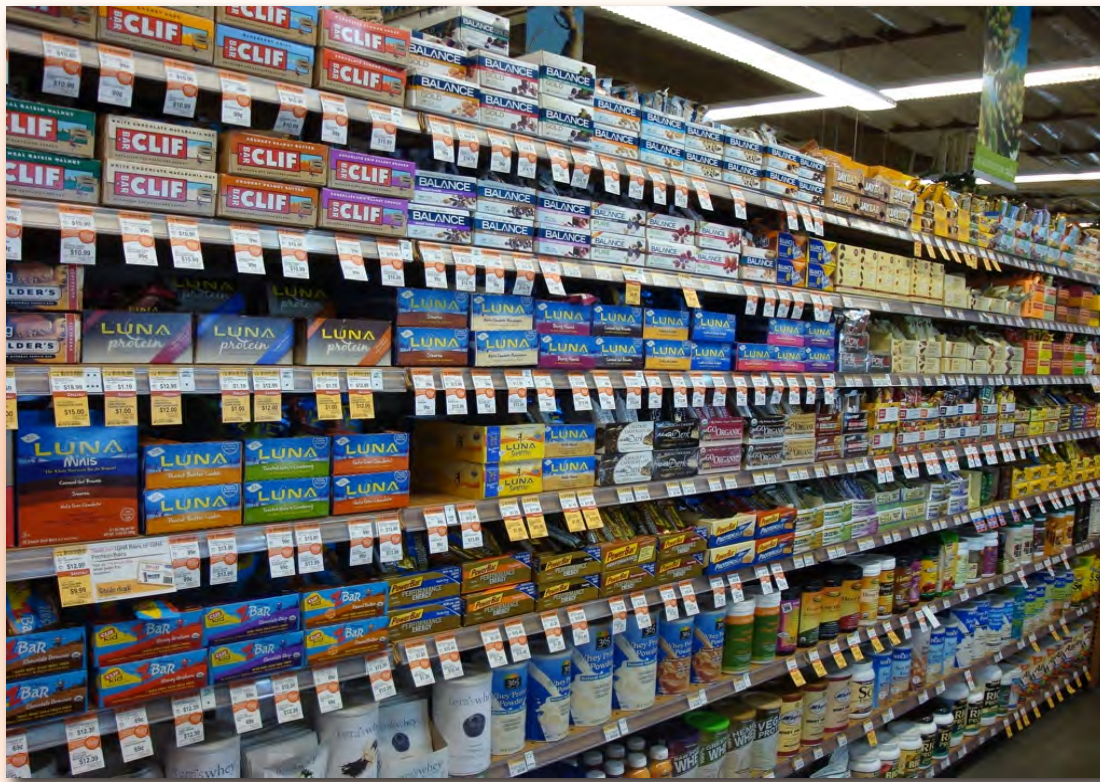
BRANDING & PACKAGE DESIGN

David Bernard, Director



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## CONSIDER THE COMPETITION



It's better to create your own category rather than try to compete on a shelf like this.

The Whole Foods Bar Aisle



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## RULE #1

Understand your merchandising reality before you start designing.

- Physical Reality
- Buyer's Reality
- Competitive Reality



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# SHOPPER OVERWHELM



Like the bar shelf, this beverage area is a strong reminder of what today's shopping experience feels like for the overwhelmed consumer.



- Too Many Choices
- Too Many Messages
- Too Little Time



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## RULE #2

### Make It Easy For People

- Good design brings organization.
- It simplifies the decision making process.
- Flavors, ingredients, and attributes need a clear hierarchy.



People can only take  
in so much.



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## PLAYING THE EDGE

Pushing the creative envelope can bring great reward and risk.



It's a balancing act between being unique and being understood.



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## RULE #3

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How do you stay in balance?

TEST YOUR IDEAS.



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If you want to create a strong brand that resonates with people authentically, you need to hire poets and artists to help you tell your story.

But the artists need a map. The creative works when it has clearly defined objectives and parameters.





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## RULE #4

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STRATEGY LEADS  
DESIGN.