

The Interplay of Brand Identity, Packaging and Value



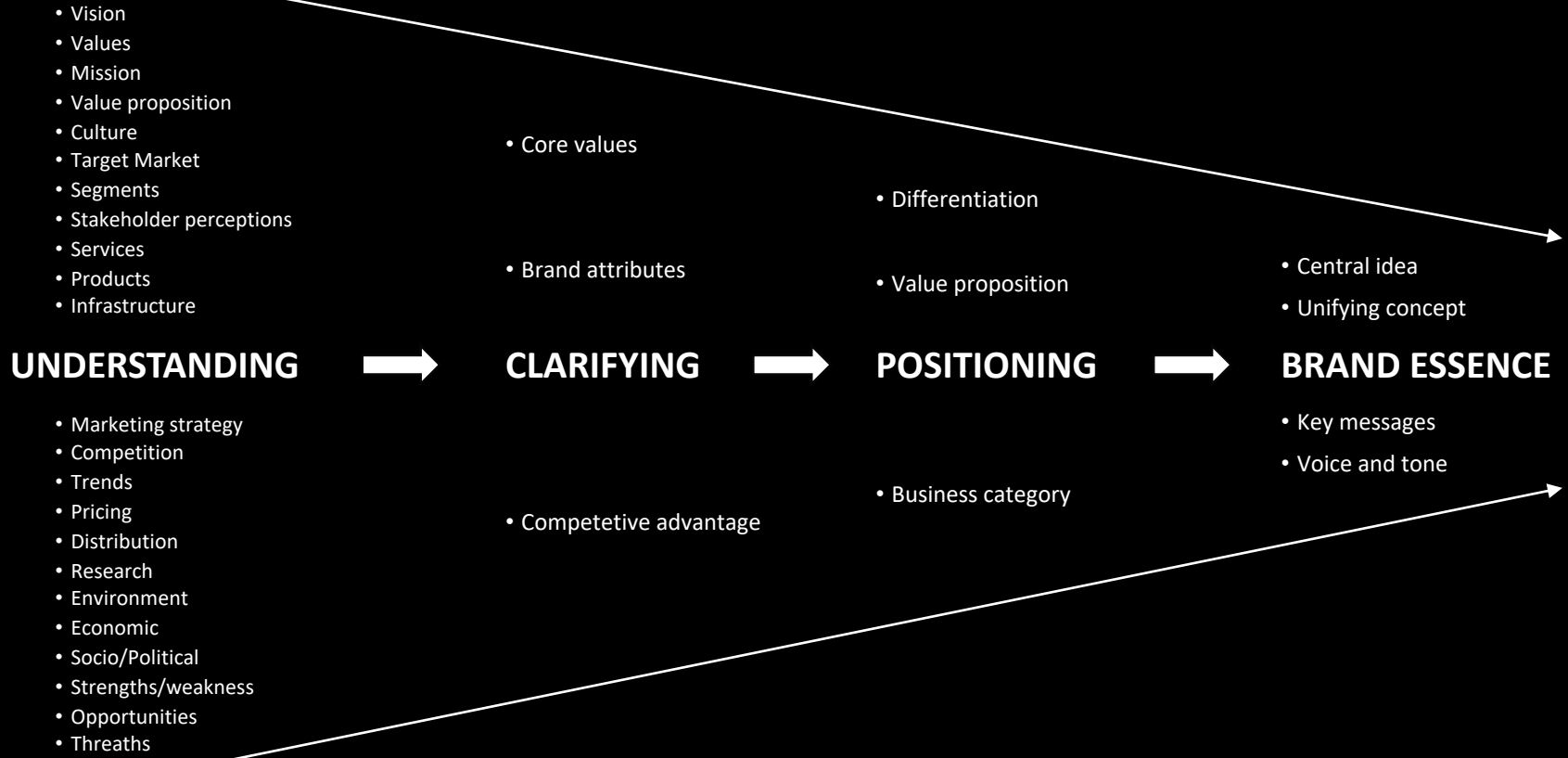
Aalto-yliopisto
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Markus Joutsela

Experiment Process 26 Jan 2022

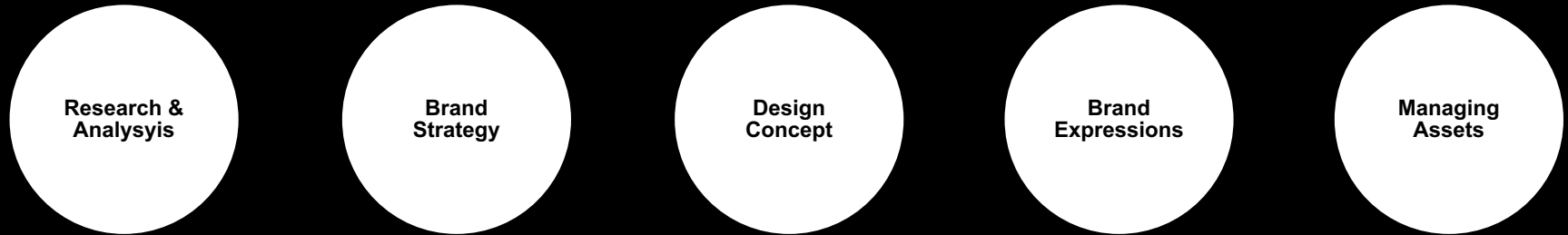


Narrowing focus



Process

by Wheeler 2003: Designing Brand Identity

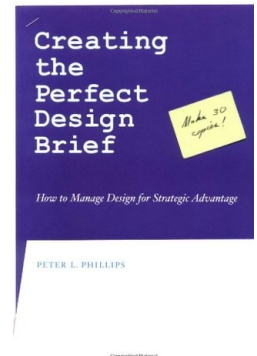


The Role of Design

- Design is more than aesthetics and problem-solving. It has a business role that needs to be recognized.
- Design addresses business objectives, opportunities and challenges.
- Design operates both on strategic and tactical level.

*”Design is a **critical strategic asset** that is most effective when employed early in corporate plans, not as a decorative finality.”*

-AIGA, the professional association for design



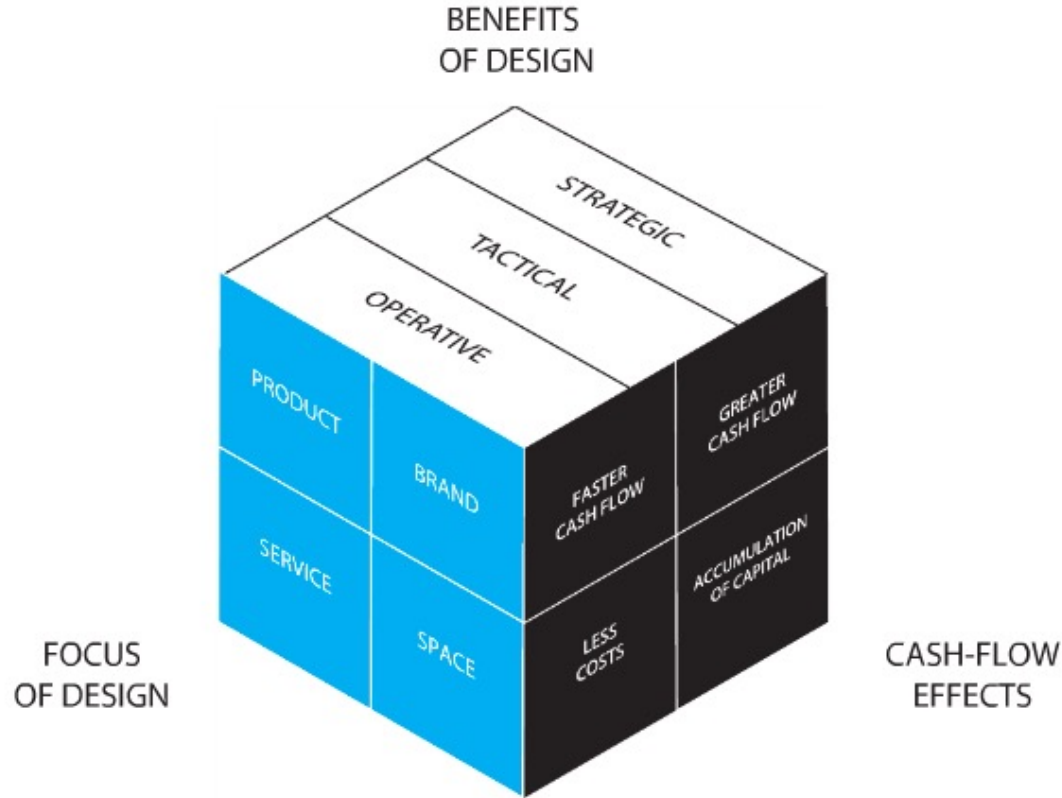
Design strategy

*“Design strategists will help any design team create the **why** and the **how** that will lead to a more meaningful **what**.”*

– Abby Godee

Benefits Achieved by Design

(findings from Design ROI project)

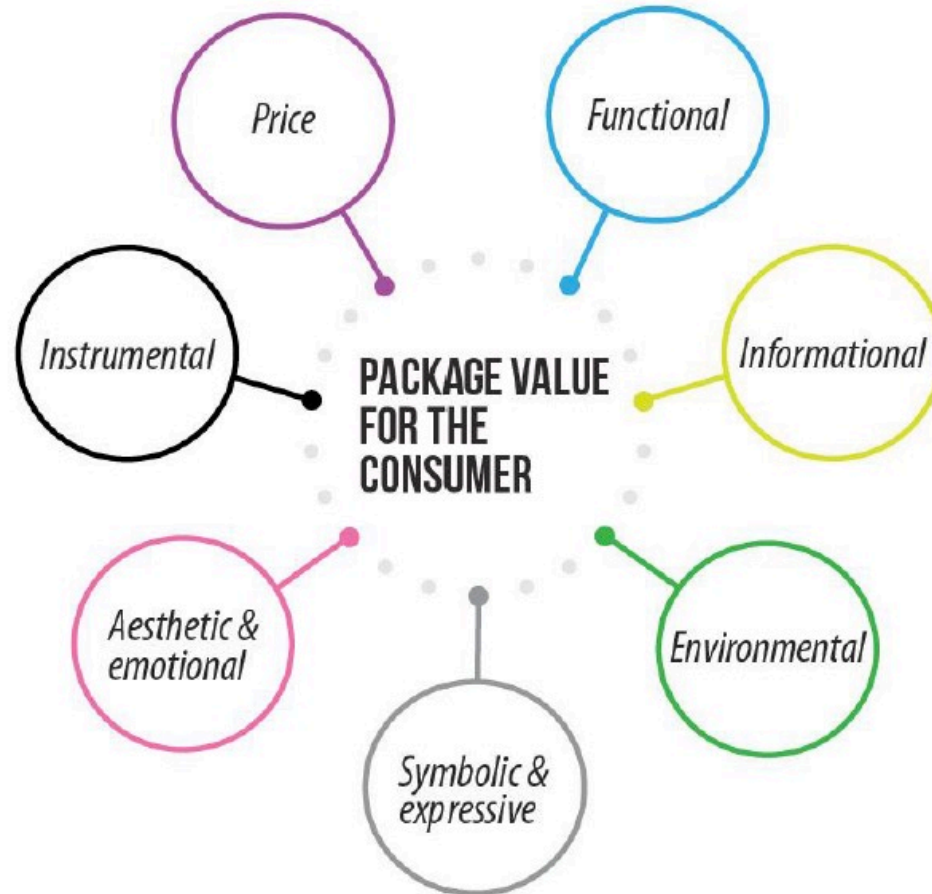


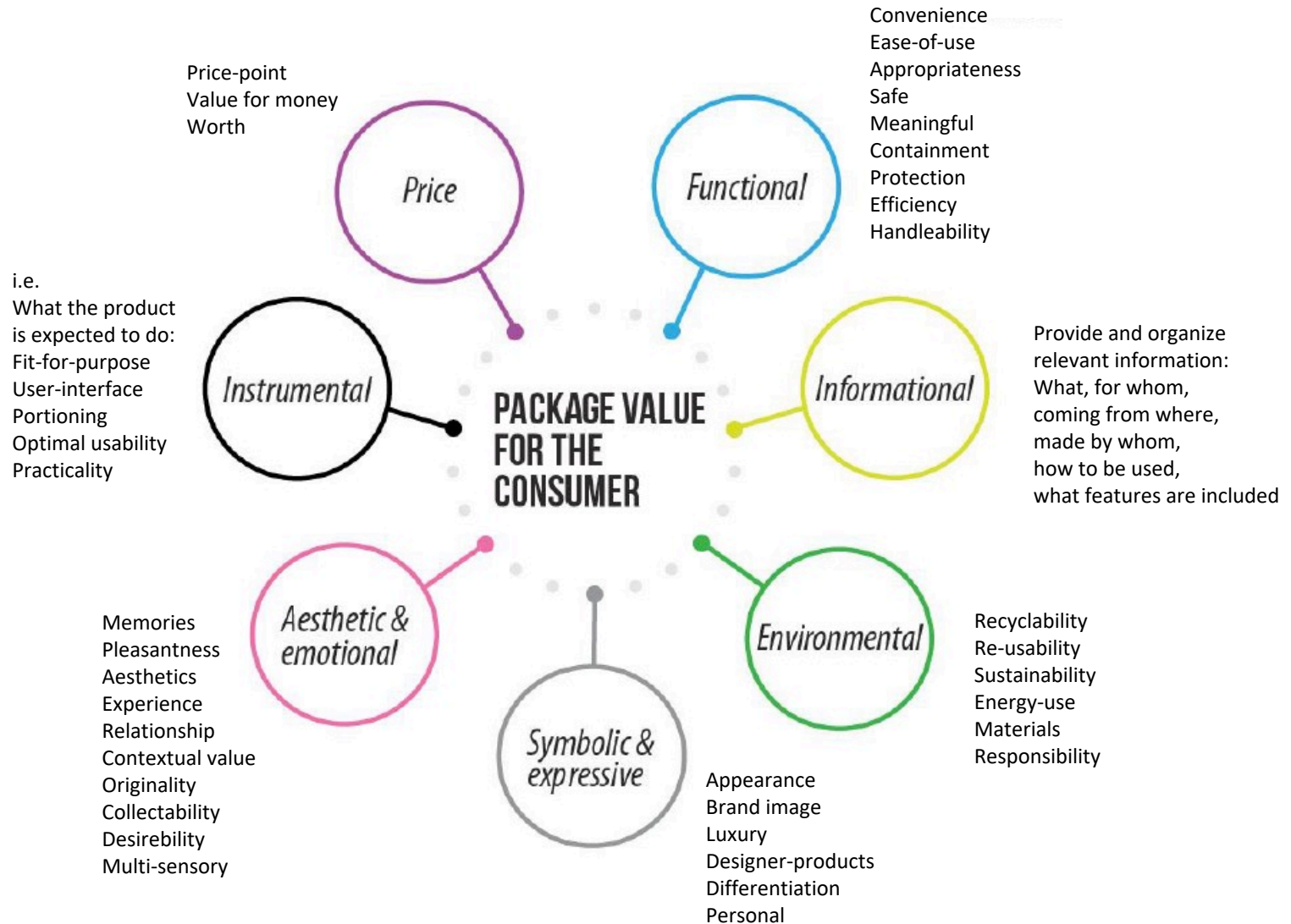
Benefits Achieved by Design

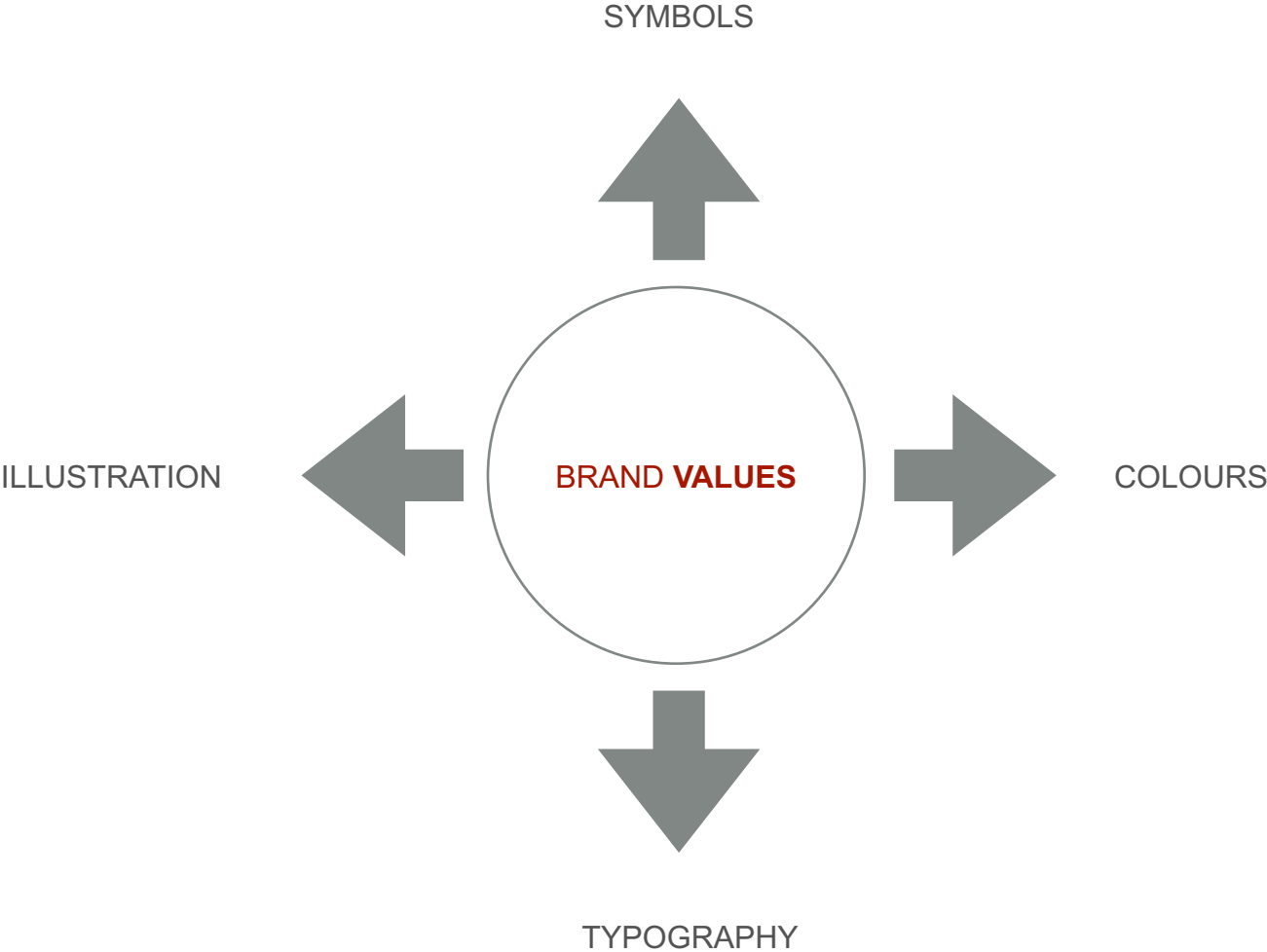
(findings from Design ROI project 2013)

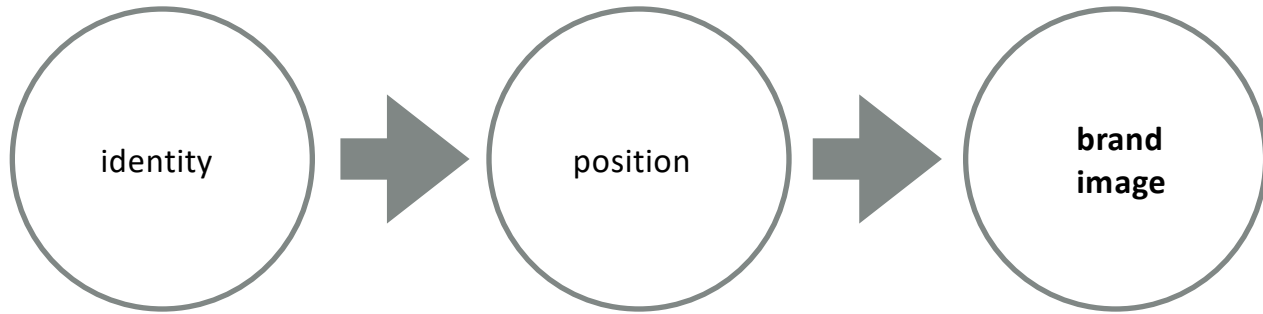
- Brand strengthening
- Access to new markets
- Creation of new markets
- Expandability, repeatability
- Innovation
- Learning
- Increased process efficiency
- Shortened time to market
- Differentiation
- User satisfaction
- Aesthetics
- Desirability
- Usability
- Eco-friendliness
- Life cycle optimisation
- Structural optimisation
- Production process optimisation
- More efficient logistics
- Faster/easier installation/deployment
- Increased efficiency of internal communications
- Increased efficiency of external communications
- Increased occupational well-being
- Increased occupational health and safety

What consumer value in packaging

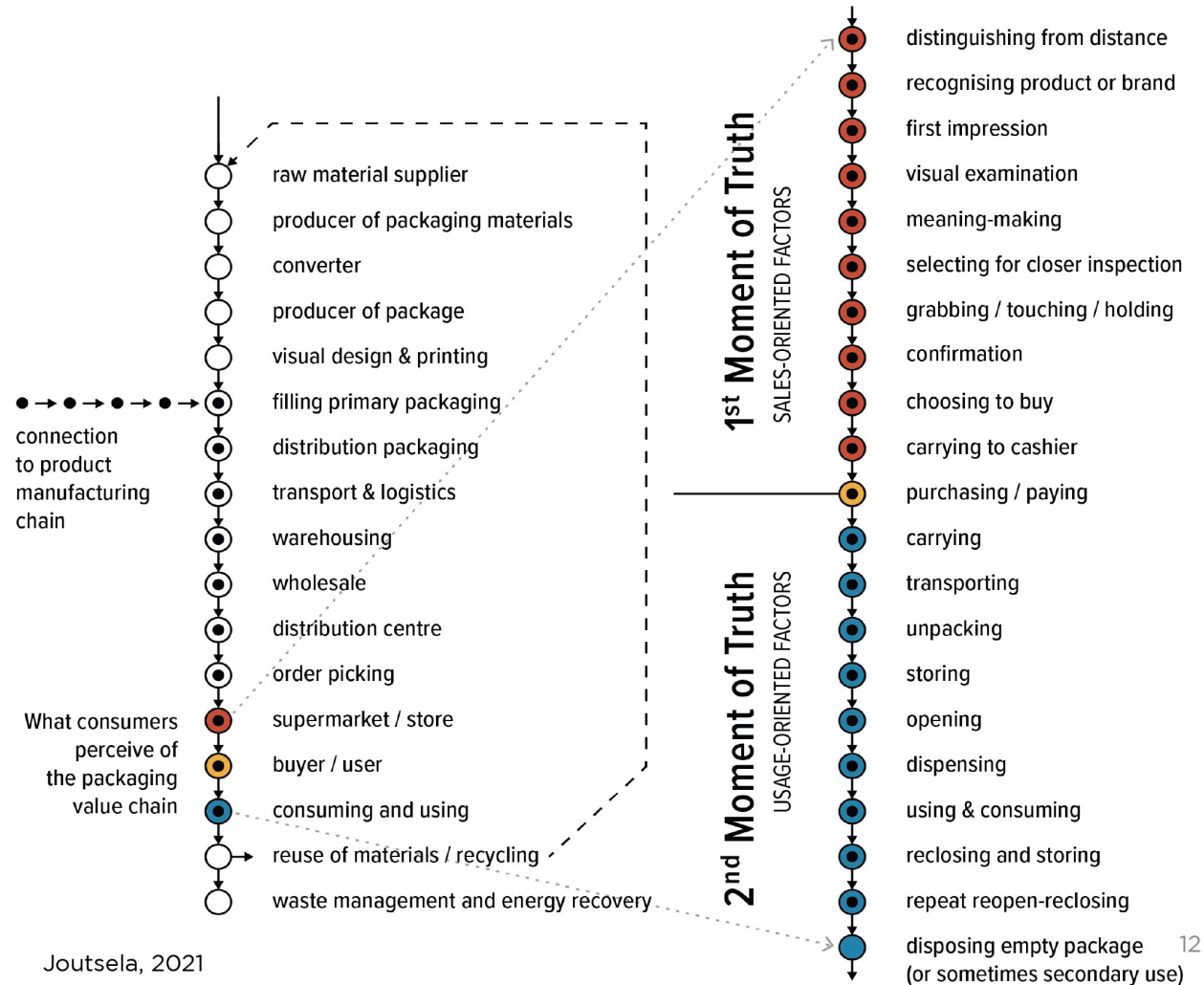








Many hidden opportunities for design intervention



Joutsela, 2021

First moment of truth

Distinguishing
from distance

Recognizing
category
and type

First
impression,
and likeability

Interpretation
and meaning
making

Inviting to
touch

IT TAKES 3 SECONDS TO DECIDE

PACKAGING DESIGN DRAWS YOUR ATTENTION



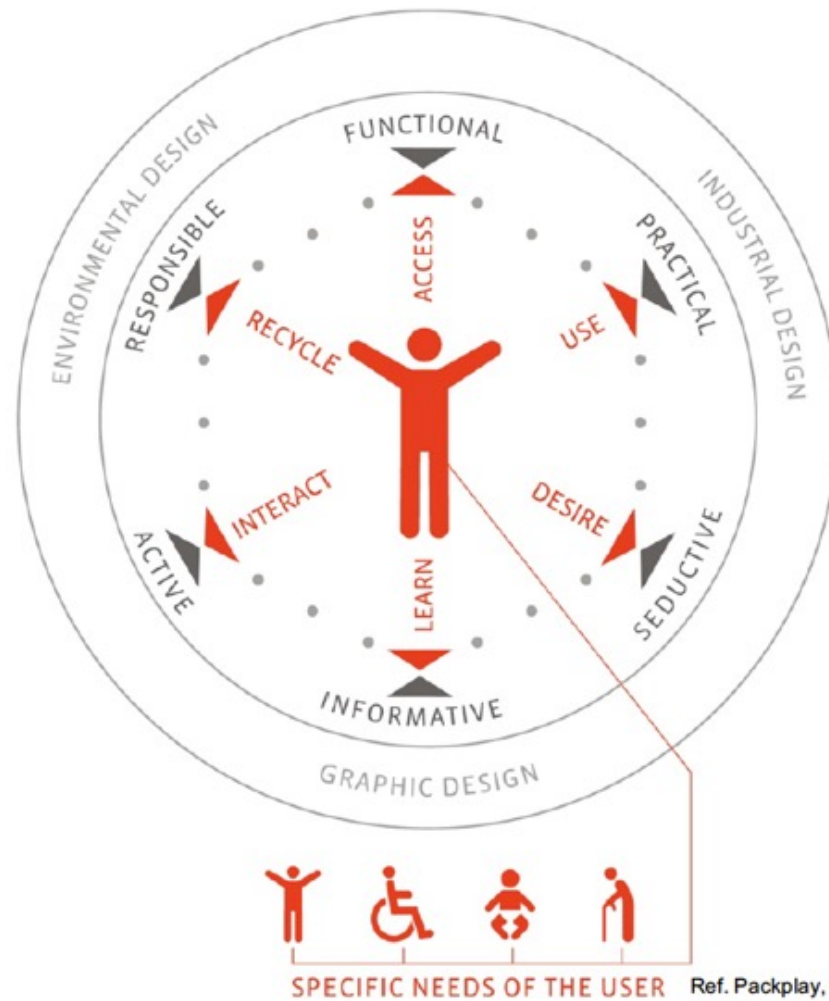
Text
0,5-2 m

Brand logo
2-4 m

Shape
4-5 m

Colour
8-10 m





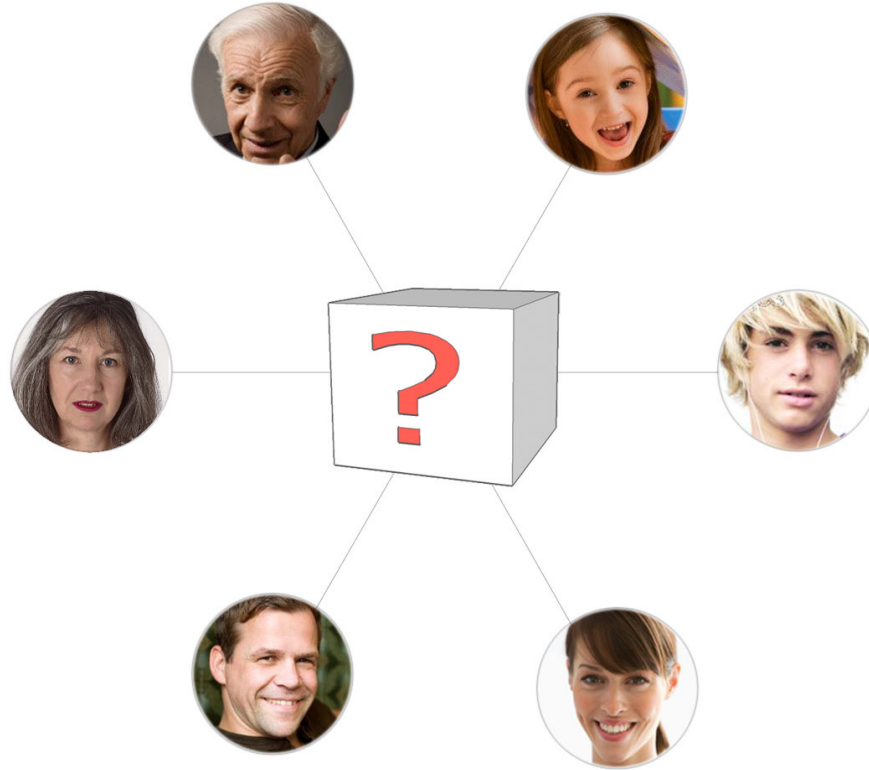
Ref. Packplay, 2014, ed. S.Allard, texts: S. Allard, B. Weller, K. Hintz, N. Nylander, V. Bucchetti, Er. Ciravegna, M. Klimchuk

Who to design for?

- The targeted audience determines which design approach is right (Target group thinking)
- Marketers can segment people by demographic, geographic and psychographic factors. Also media use, lifestyles and consumption patterns can be used as criteria for grouping people.
- When the underlying background factors are taken into account people tend to behave the same way under certain conditions.
- Marketers can try to generalize and address consumers' needs and wants based on identified patterns.



Who do you target?



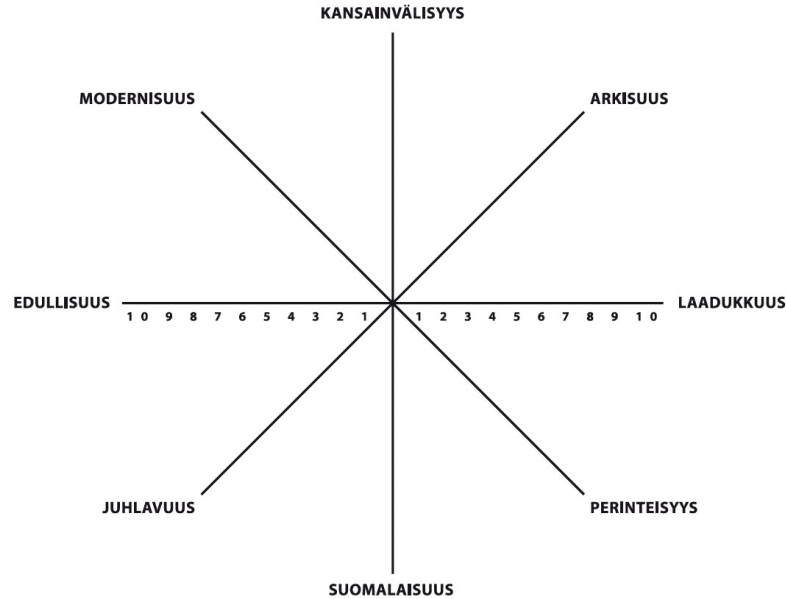
Useful marketing terms to know

- **SEGMENTATION**
grouping consumers in terms of their needs and desires
- **TARGETING**
choosing the consumer segment to target marketing to
- **POSITIONING**
the place a product occupies in a given market

A good design attracts consumers to a product, communicates to them, and **adds value to the product** by increasing the quality of the usage experiences associated with it. (Bloch, 1995)



Keihäänkärkiominaisuudet



Keihäänkärkiominaisuudet ovat ne pääasialliset mielikuvalliset ominaisuudet, jotka halutaan erityisen vahvasti liittää yrityksen imagoon. Imagokoordinaatiston avulla voidaan tarkastella yrityksen mielikuvallisia vahvuuksia ja heikkouksia. Siitä käy myös ilmi se, että kaikkia positiivisia mielikuvia ei voida mitenkään liittää samaan tuotteeseen tai yritykseen, vaan koordinaatisto toimii vastakohtaparien avulla.

Thank you!

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