

# 7 Important Packaging Design Tips for Creating Innovative Product Packaging

Designing a quality product at an affordable price is step one for encouraging sales, but designing an effective package is just as important. Below you will find tips and strategies for designing product packaging that drives sales.

## Important Tips for Packaging Design

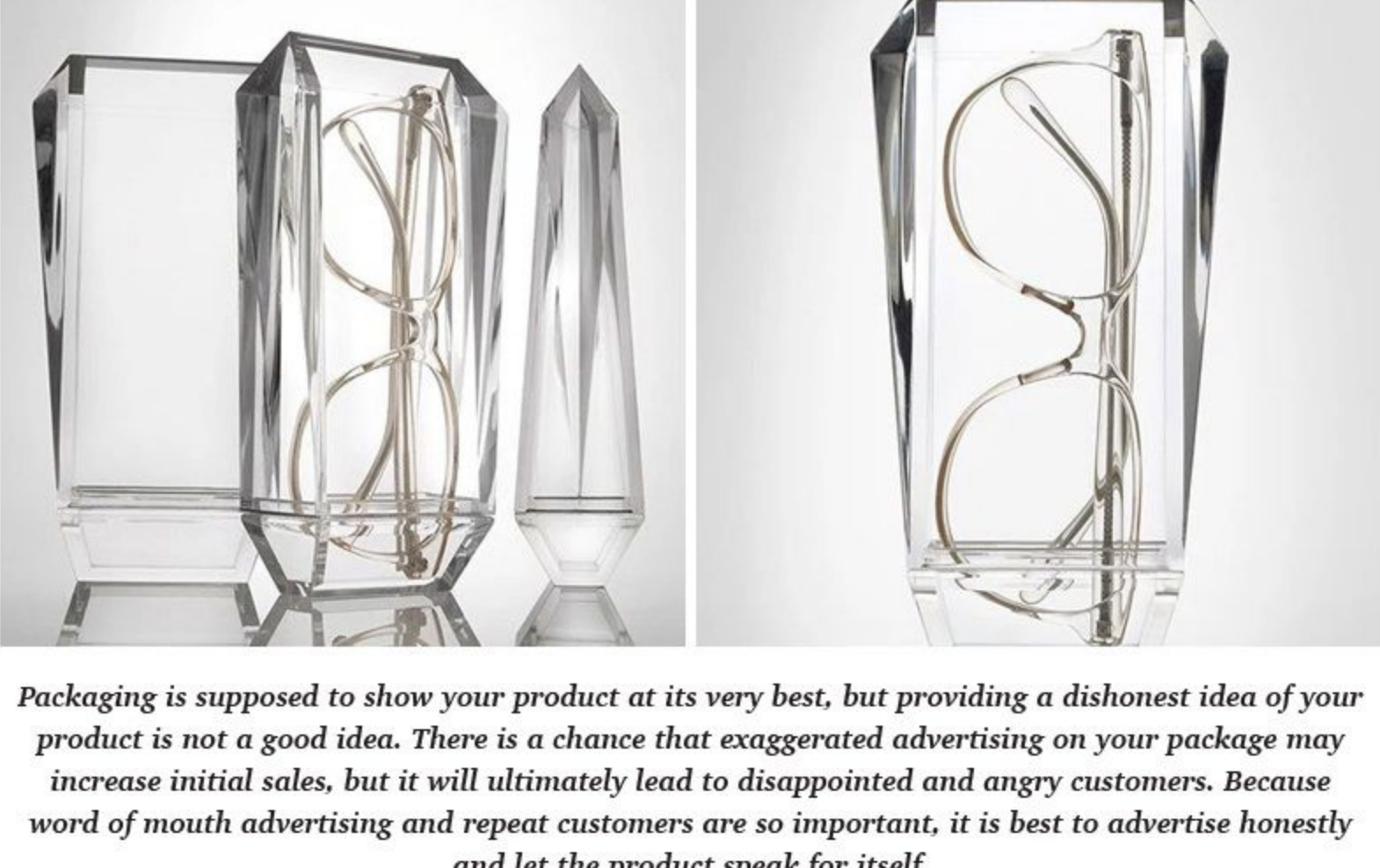
It is critical to show your product off, grab attention and convey the message you are selling the consumer. Here are ten tips to create an effective package design that helps drive sales and brand recognition.

### 1 Simplicity Is Key



When a customer picks up your product they should immediately be able to tell what the product is for and what brand it is. An average customer will only take four seconds to a specific item on the shelf, so you need to convey your message efficiently. Make sure the name, brand name and a picture or clear descriptions of the product are easily identified.

### 2 Stay Honest



Packaging is supposed to show your product at its very best, but providing a dishonest idea of your product is not a good idea. There is a chance that exaggerated advertising on your package may increase initial sales, but it will ultimately lead to disappointed and angry customers. Because word of mouth advertising and repeat customers are so important, it is best to advertise honestly and let the product speak for itself.

### 3 Know Your Customers



When designing a package, knowing your core audience is going to drive much of the design for the product's packaging. If you are targeting sales towards women aged 18-25, your packaging is going to be vastly different than if you are targeting a man, aged 45-60. This information should drive designs and make all decision easier.

### 4 Know Your Competition



Take a minute to study the most successful competition you will face. Figure out what their designs have in common and how they are different. Study the less successful competition as well in an effort to figure out what packaging flaws to avoid. As you compare your packaging to your competition, also focus on how you can improve their design to make yours stand out.

### 5 Don't Skimp On Quality



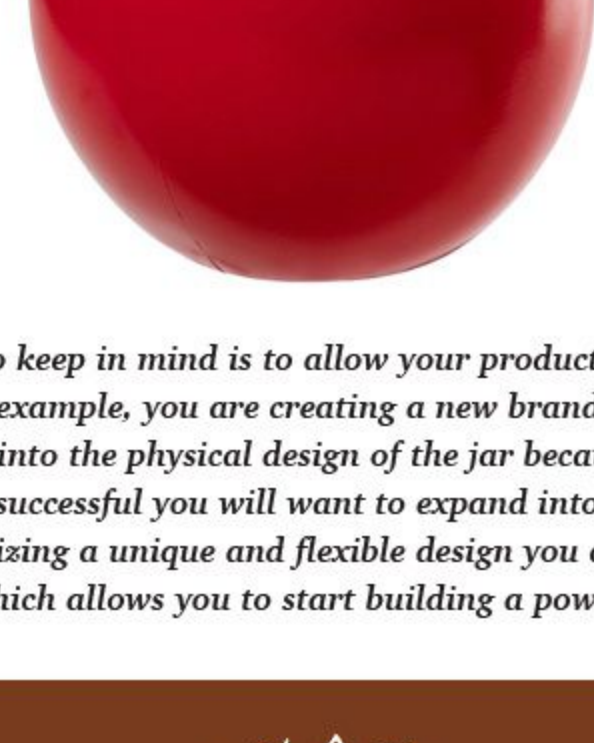
You should use the best quality materials available while staying under budget. Customers will be picking the product up while making a decision, and making sure the packaging feels quality will go a long way towards convincing customers the product itself is quality. A consumer will make their judgment on a product in an instant, and a high-quality product will never get a proper chance without quality packaging.

### 6 Be Practical



This is critical especially if the packaging is part of the products functionality, like a condiment bottle. Heinz was able to greatly increase their sales simply by switching from a difficult glass ketchup bottle to the practical squeeze bottle. Look at your competition again and figure out how functionality can reasonably be improved. Many customers will gladly try your product just for the functionality alone.

### 7 Allow For Product Extension



One important concept to keep in mind is to allow your product to easily expand into a new variety or sub-brand. If for example, you are creating a new brand of ketchup, you may not want to incorporate a tomato into the physical design of the jar because it will not allow for easy expansion. If the ketchup is successful you will want to expand into other condiments, perhaps hot sauce or BBQ sauce. By utilizing a unique and flexible design you are able to allow for expansion easily, which allows you to start building a powerful brand.