

The importance of packaging

Packaging plays a vital role in terms of protection, storage and hygienic handling of a product and it plays a key role in the marketing mix. Timothy Beattie, GM of Pyrotec PackMedia, a leading provider in product identification solutions, says, "Packaging is often regarded as the most important form of advertising at the most critical point of all in the purchasing journey: the point of purchase."



Consumers' needs

- **Attention grabbing:** a distinctive, unmistakable and eye-catching appearance is a signal at the point-of-sale to which all consumers respond positively. Whatever stands out clearly in the monotonous competitive environment scores points with the consumer. Think carefully about where you want your products to be most visible. For instance, if your product is a fortified cereal consumed mainly by kiddies, you may want to place your goods on a lower shelf where it is visible to children, instead of at eye-level. We all know the influence kids have on their parents' purchases!
- **Multi-sensory appeal:** Packaging which appeals to more than one sense attracts greater attention, intensifies perception and stimulates interest in buying. Packaging that can be felt, smelled and heard as well as looked at wins the customer's favour, which often means that he will be prepared to pay a higher cost for that product. Innovative packaging makes new products stand out over trusted, familiar ones.
- **Functionality:** Product and aroma protection, hygiene and tightness, environmental responsibility and practical handling are just as important as ideas that improve comfort, such as closure mechanisms, for example.
- **Added value:** Cross merchandising and buy-one-get-one-free promotions increases value-for-money perception in the mind of the consumer.



"Packaging plays a key role as a medium in the marketing mix, in promotional campaigns, as a pricing criterion, in defining the character of new products and as an instrument to create shelf impact. It is vital that brand owners understand its importance and spend the necessary time getting it right, as it has an impact in driving sales and influencing purchasing decisions," concludes Beattie.

For more information, go to www.pyrotec.co.za.