Six Rules to SUCCESSFUL PACKAGING DESIGN

1 Clarity And Simplicity

Be clear about the product.   Be clear about the brand.

tissue
choc
pasta
bread
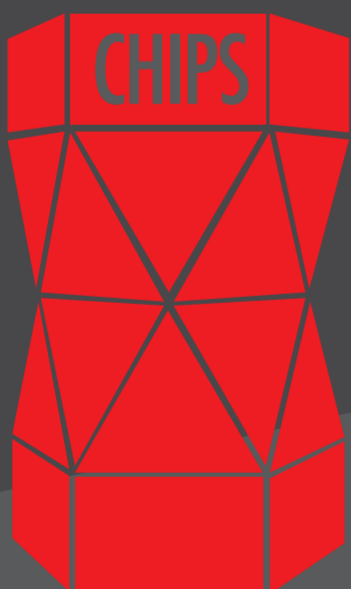eggs
water
tobacco
olive oil

2 Honesty

Do not over promise.
Consumers deserve to be treated right.

3 Authenticity
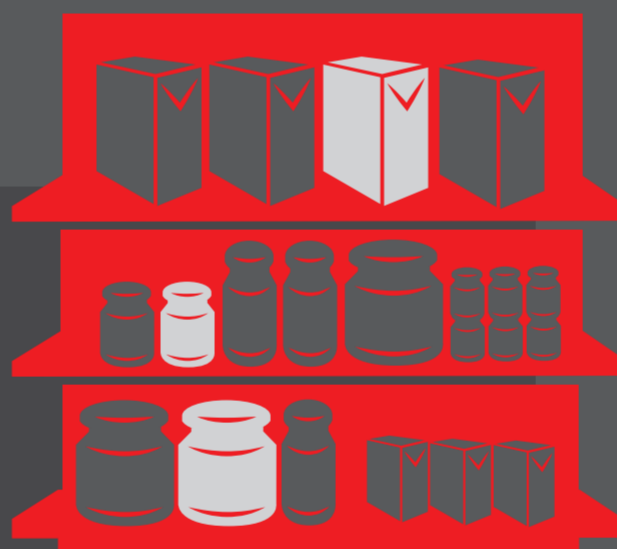
Originality, character and memorability.

Be bold, be different.

CHIPS

4 Shelf impact

Distinctiveness and appeal
Makes a huge difference in product sales.

5 Practicality

Actual shape, size and functionality

6 Extensibility

Allow an easy introduction of a new line extension.

olives

pickles

honey