

PACKAGING PRESENTATION

Definition: The wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote and otherwise make the product marketable and keep it clean.

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WHAT IS A PACKAGING ?

Packaging design's primary goal is to attract customers' attention. For this purpose, package designs cannot simply inform the customers, but also must arouse feelings and communicate emotions. Effective packaging looks attractive, impresses with its creativity and is just nice to have on the shelf. Packaging is also often the last thing to be thought about in a long chain of events during the development of a product.

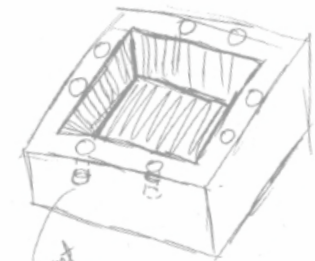
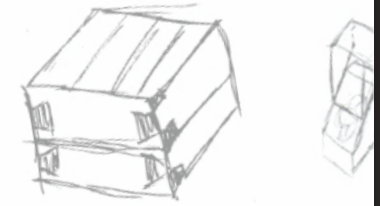
However, packaging is the main component to deliver consumer convenience and something that can vastly affect the satisfaction or otherwise of a product's performance.



The packaging process:

It is important to plan the stages of any packaging design well ahead of time to ensure the needs of the client are met. Meet your deadlines and you can negotiate the best possible prices such as printing quotes. Putting together a project timeline will assist you in implementing your new or updated packaging on time and within budget constraints. Tasks involved in designing or redesigning your packaging may include:

- Developing design and functionality of new or updated packaging
- Determining quantities needed for production
- Developing creative ideas for packaging
- Producing and approving artwork
- Manufacturing packaging
- Developing tactics to communicate any significant packaging changes to customers



Magnet fasteners

GOOD PACKAGING GENERALLY INCLUDES:

1. Strong logo & colors that fit with your brand positioning
2. Appealing and legible print styles
3. Key features and benefits of the product
4. Clear instructions on how to use the product
5. Clear directions on how to open the product (if relevant)
6. Key points of difference eg. Australian owned, made from recycled material, value added information, such as recipes, positive packaging features such as reusable containers...
7. Customer service details

There is a small image
 for each candy, but you
 see it unless you push the
 time you push different
 in random order.
 time you make
 out your story.

5 Principles of effective packaging design

Packaging has an enormous impact on each brand's success, as it directly affects the many purchase decisions that are made at the point-of-sale. To ensure that each design will be successful we always follow the following principles:



9 key points followed in our studio

The following points below belong to some of the rules and research that Asia Media Studio will bring to each project. We believe all these points are a very important part in the development of packaging:

1. MAKE IT EASY TO USE - Emphasize convenience or ease-of-use. People are busy - making their lives easier or simpler is important.

2. MAKE IT EASY TO READ - How important is the label's readability? Make sure we can see what we are buying. Even with glasses many times the product labels are difficult to read.

3. KEEP THE PRODUCT SECURE - Product security means that there is no tampering or indication that the product has been opened.

4. CREATE RELEVANCE - Use role models or visuals that represent the audience. Having a teenager touting the latest benefits does not convey a serious message. Conversely, having a 50+ year old speaking to her daughter or grand daughter creates relevance.

6. KEEP IT SIMPLE - The same features that make packaging child-friendly should make it easier for anyone to utilize. Make it easy to handle and use color coding to differentiate products.

7. CLEAR LANGUAGE - Use language that connects with potential clients and be direct.

8. GOOD KNOWLEDGE OF MARKET POSITION & BRANDING - Who is the target market? What are their expectations in terms of product & packaging? Investigations into the market and end users help us to understand their needs.

9. CLEAR INFORMATION & COMMUNICATION
What are the legal requirements of the sector? What are the claims of the products and how can we validate those claims if challenged? What other messages do we have to impart to the customers?

WHAT WE DON'T DO



NO PACKAGING CONTEST



NO STOCK PHOTO



NO COPY



NO OUTSOURCING

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Asiamedia
STUDIO

Testimonials

Christopher Riley

Managing Director / Sercura



"When our company needed to re-brand in a hurry we turned to Asia Media Studio for their expert skills. They reviewed hundreds of potential names until we finally found one that had the right sound and structure to match our corporate vision. Within a few weeks Asia Media Studio developed logo, namecards and website for us. Sercura is now one of the most respected brand names in our industry." www.sercura.com

Marc Hagelauer

Managing Director / Food by Phone



"Asia Media Studio has been very involved in our success over the past years. From redesigning our logo to producing our catalogs and leaflets as well as redesigning our packaging. We have always been extremely satisfied with the creativity shown and the attention to meeting deadlines."

Dr. Gerard Lalande

Managing Director / CEO Health



"I asked Asia Media Studio to create, from concept to graphic design, a new logo to launch my start-up business in the medical outsourcing field. We had a very interesting exchanges of opinion during the development phase, which led to an original and highly meaningful artwork; please have a look at our CEO-HEALTH logo. Asia Media Studio is a truly design company committed to delivering innovative design."

Stephen Mc Evoy

Managing Director / Asia World Enterprise



"We were very happy with the creativity, attention to detail and professionalism shown by 'Asia Media'. The new logo, sales collateral and packaging created by the creative team certainly exceeded expectations."

Some of our references





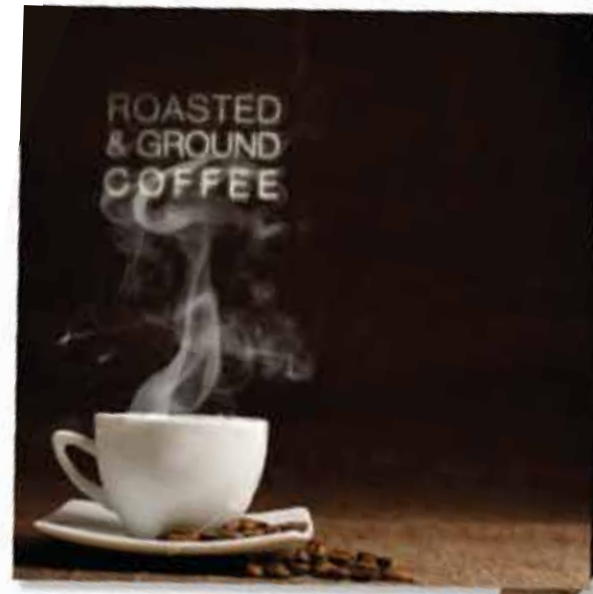
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Thank you for your attention

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