



## How to Design an Effective Packaging that Sells

### Description

Before a product reaches the shelves, a company must design the product's packaging. Since a product's packaging is the first thing a customer sees, companies must have a great packaging design to draw customers toward their product(s) and buy.

We at Creativeans know that product packaging aims to protect the product and sell it. Numerous factors make packaging designs effective. As we tell our clients, the best packaging designs entice, promote and persuade. Let us look at the best practices to create an effective packaging design so that your products stand out among their competitors.

### Entice and Appeal

Effective product packaging captures the attention of its target audience; they are highly visible and can stand out on the retail shelf. To achieve this, we analyse the competitors on the retail shelf and define an aesthetic angle to differentiate the company's packaging from the others.

As the age-old saying that beauty lies in the beholder's eye, understanding the demographics and psychographics of the targeted customers is imperative. By thoroughly understanding the customers and being in their shoes, we can objectively uncover their tastes, desires, and style preferences to create designs that appeal to them emotionally.

## Promote and Brand

When one sees a product on a shelf, their eyes are naturally drawn to the brand before looking through other information on the label. This is because most of us are brand conscious, and we believe that the brand says a lot about the product. Hence, when designing packaging, promoting the company's brand values are as important as its aesthetical design. For example, the packaging conveys the values of trustworthiness and quality, which happens to connect with the inner beliefs of the customer; they will be very likely to try the product. This does not end here, and if the customers are satisfied with that product after trying it, they are more likely to stick with that brand in their next purchase. In other words, conveying the brand values on the packaging increases the likelihood of the consumer purchasing more than one product from that brand. Additionally, if the customer was satisfied with the first product they tried from a particular brand, they are more likely to be happy with the second product they tried from the same brand. When the brand values are communicated well and consistently, it will create immense value because now they have a customer for life.

## Persuade and Purchase

Being aware of customer motivations, shelf placement, and lifestyle depictions will also increase the likelihood of purchase.

According to an article about how stores influence customer spending by Thorin Klosowski, a product's packaging can influence a customer's purchase based on feelings. For example, "the colour red is a stimulating colour that makes customers want to take action." • Paco Underhill, an environmental psychologist, stated that "People tend to gravitate to the centre of displays when it comes to shelf placement. We seem to have this sort of homing instinct, and there's research that shows people are more likely to buy something that's in the centre of a display." • Lastly, a company that depicts a better lifestyle influences customers to want that lifestyle. If the product is marketed to make the customer's life better and more fashionable, the customer is more likely to be interested in purchasing the product.

Conclusively, effective packaging designs entice customers, promote the brand and persuade product purchases. By understanding the factors entailed within designing a product packaging, the product and brand will sell.

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