

VoPP mag:



FIFTH EDITION

THE
FOOD + WINE
ISSUE



● SMART PACKAGING ● BIGGEST PRODUCT DESIGN TRENDS IN 2019 ●

● BRANDS CURING OUR PLASTIC ADDICTION ● MILLENNIALS SHAPE PRODUCT PACKAGING

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The Real Media Collective represents the graphic communications sector endorsed by members across a broad spectrum - paper, print, publishing, mail and distribution. Our members are the largest contributors and employers to this sector encompassing all facets of supply to production to delivery, and partner deeply with retailers, agencies and brands.

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Paper provided by Ball & Doggett
Cover stock Buffalo Board - 225gsm
Text Stock ecoStar 100% Recycled Uncoated - 100gsm

VoPP Mag
Published by The Real Media Collective

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FROM THE EDITOR



I'm an indecisive person. One of those people who almost gets paralysed in the aisle of the liquor store, utterly overwhelmed by the baffling amount of options. I honestly could be in there for hours. I'm also not a wine aficionado, so usually I rely on a wine label to (thankfully) guide me to the perfect vino - what catches my eye, what reads well, what sounds like it will fit my mood that evening.

I can hear the cringing from the wine connoisseurs reading this blasphemy however, I know I'm not the only person who selects wine, or many other products for that matter, on the aesthetics of packaging.

Packaging is more than pragmatic information labelling or a practical conduit that secures and protects a product inside, it has the ability to communicate information, to establish connection to a brand's essence and to frame a product's meaning or purpose in a consumer's world.

With an increasingly competitive and crowded retail space, every customer touchpoint matters.

As shown through a variety of case studies, research and thought pieces, this issue explores how brands are kicking it up a notch to ensure that product packaging is an extension of the brand, and can speak to and frame a desired experience.

We are seeing packaging that is interactive, sustainable, edible, embedded with smart technology and printed with bold patterns hitting the shelves taking consumers to a new level.

Happy reading, hope you get wrapped up in the creativity and innovation within the pages.

Victoria Fratin
Editor in Chief

BY USING ECOSTAR OFFSET RATHER THAN A NON-RECYCLED PAPER FOR THE FOOD AND WINE ISSUE, OUR ENVIRONMENTAL IMPACT WAS REDUCED BY:



329,280kg
of wood



29,964kg CO2 and
greenhouse gases



5,910,576 litres
of water

5 PACKAGING SUPER POWERS

Packaging is primarily viewed from a function-based perspective, offering a practical and safe way to ship products. If you look a little deeper though, you will find packaging offers a host of super powers beyond its primary purpose that can influence consumer experience. Read on to find out 5 of fibre-based packaging's super powers that often fly under the radar.

1. IT CREATES ANTICIPATION AND EXCITEMENT

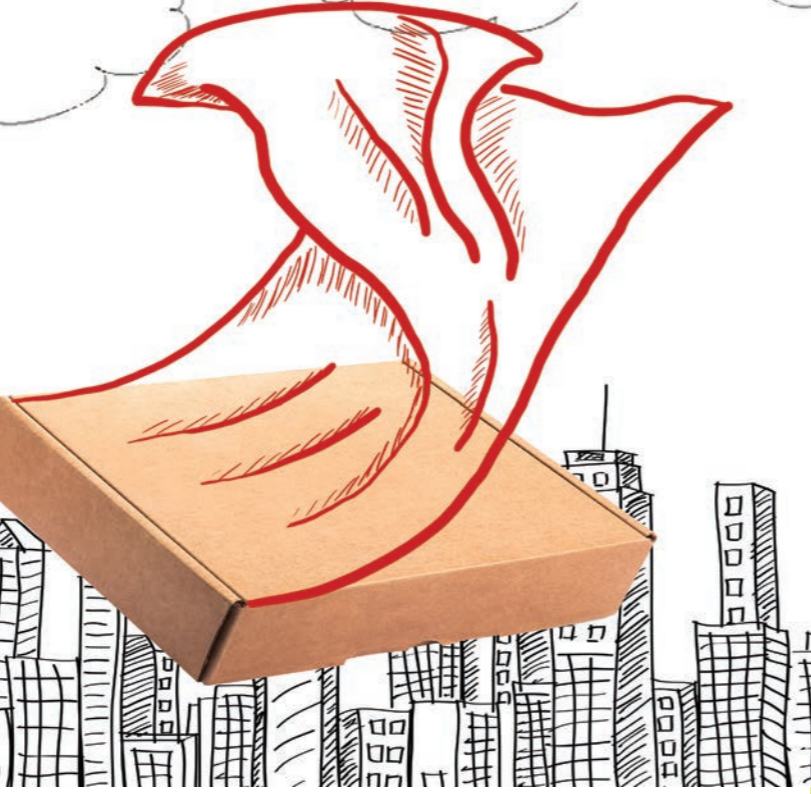
How exciting is it to unwrap and tear into a box containing a new pair of shoes or your birthday present? Whether you received your product in the mail or it was gifted to you, these few extra seconds of suspense foster a sense of excitement and anticipation for what's inside the box. People enjoy receiving presents, so it's no wonder marketers and advertisers are using this to their advantage and designing artisan packaging to assist in making even the very last moments of the consumer journey a memorable experience.

2. IT'S EASY TO STORE AND SHIP

Fibre-based packaging is lightweight, sturdy, economically attractive, re-usable and recyclable. It has helped to reduce shipping costs and feasibility a considerable amount and also offers ease of assembly, disassembly and sealing. Today, about 60% of products in the Australia come in fibre-based packaging¹. The rigidity of the material holds objects in place keeping them safe and secure. For this reason, high-tech and high-quality goods often come in fibre-based packaging.

3. IT'S VERSATILE

Fibre-based packaging solutions can be both cost efficient and aesthetically pleasing. Since fibre-based materials come in various types, sizes, and colours, there is a wide range of options to choose from to facilitate cost-savings. This versatile material is also suitable for several kinds of applications, for example some products are coated with a wax-like material that is ideal for the food industry as it keeps moisture and oils inside, maintaining freshness. Fibre-based materials can even extend to cosmetic or pharmaceutical industries too.



4. IT EFFECTIVELY COMMUNICATES TO CONSUMERS

Taking packaging beyond its practical function and using it as a meaningful communication channel can assist in offering relevant product information and a memorable and shareable brand experience. Done well, packaging can reinforce a brand, offer a point of difference and influence point of sale purchasing.

5. IT REDUCES WASTE

Fibre-based packaging offers a sustainable option that is often repurposed for reuse to create everything from storage solutions to gift boxes to magazine holders. With sustainable consumers steadily on the rise, fibre-based packaging is popular among brands as it serves a purpose beyond its primary packaging use and can easily be recycled.



PACKAGING HELPS KIDS LEARN

Nowadays, packaging is one of the most important elements in the marketing mix as it is a main driver influencing consumers' path to purchase journey.

Last year, the packaging limits were pushed and set to influence young shoppers to enhance their cognitive abilities. Kids from the age of three discover the world through simple forms and comprehend the world through geometric shapes and colours. From this, international graphic design studio, Ermolaev Bureau, produced unique dairy packaging to help inspire children to identify shapes and colours.

To do this, the studio chose to design the packaging using Cyrillic lettering. The first letter in the word 'yogurt' features a diacritic on top which enabled the brand to draw this in different shapes and colours, therefore allowing kids to comprehend different packaging meant different flavours.

These days, brands are pushing the boundaries as each packaging design is carefully conducted with a comprehensive thought process to enhance the consumers' shopping experience.

Source: The Dieline, 2018.



HEATING PACKAGING ON THE GO

Think packaging innovation has reached its limits? Think again as new technology provides consumers with a tool to heat their food on the go. This precision induction heating system only needs two things to work – data and metal.

How does it work?

This smart packaging uses Radio Frequency Identification (RFID) or a Near Field Communication (NFC) tag to tell the device how to heat the product. Packaging that contains metal is good to go, however paper, plastic or glass packaging requires a metal insert to act as the temp sensor.

Not only does this invention save consumers a trip to the kitchen to guess how long food needs to be heated in the microwave or oven, it is also on trend for consumer needs and the packaging industry.

Greg Clark, Co-founder and CEO, Inductive Intelligence LLC told Packaging Digest, "Single-serve packaging continues to drive growth in centre store, and since Apple adopted the Qi wireless charging standard, wireless device charging is booming as well. This is about sitting at the intersection of those two trends and delivering a consumer experience that's more convenient, consistent, safe and sustainable."



NATURAL INFUSED CHOCOLATE

Sabadi encapsulated the phrase 'less is more' for their GLI AFFINATI chocolate range offering avid chocolate eaters the exclusivity of bespoke packaging.

First of its kind to produce chocolate scented through a natural process, the brand's tactic is to have each one of their seven scents – tobacco, tea, flowers, herbs, spices, resins and barrique casks – sit within the packaging to make each chocolatey treat smell better than they taste.

The best part isn't the product inside, it's the packaging. No expense spared to create the packaging that is telling it's own story through white labels, gold foil lettering, hand written notes and petite tin cans. The delicacy of the packaging replicates the delicacy of the product inside.

Source: The DieLine, 2018



PAPER DESIGNED TO FEED BEES

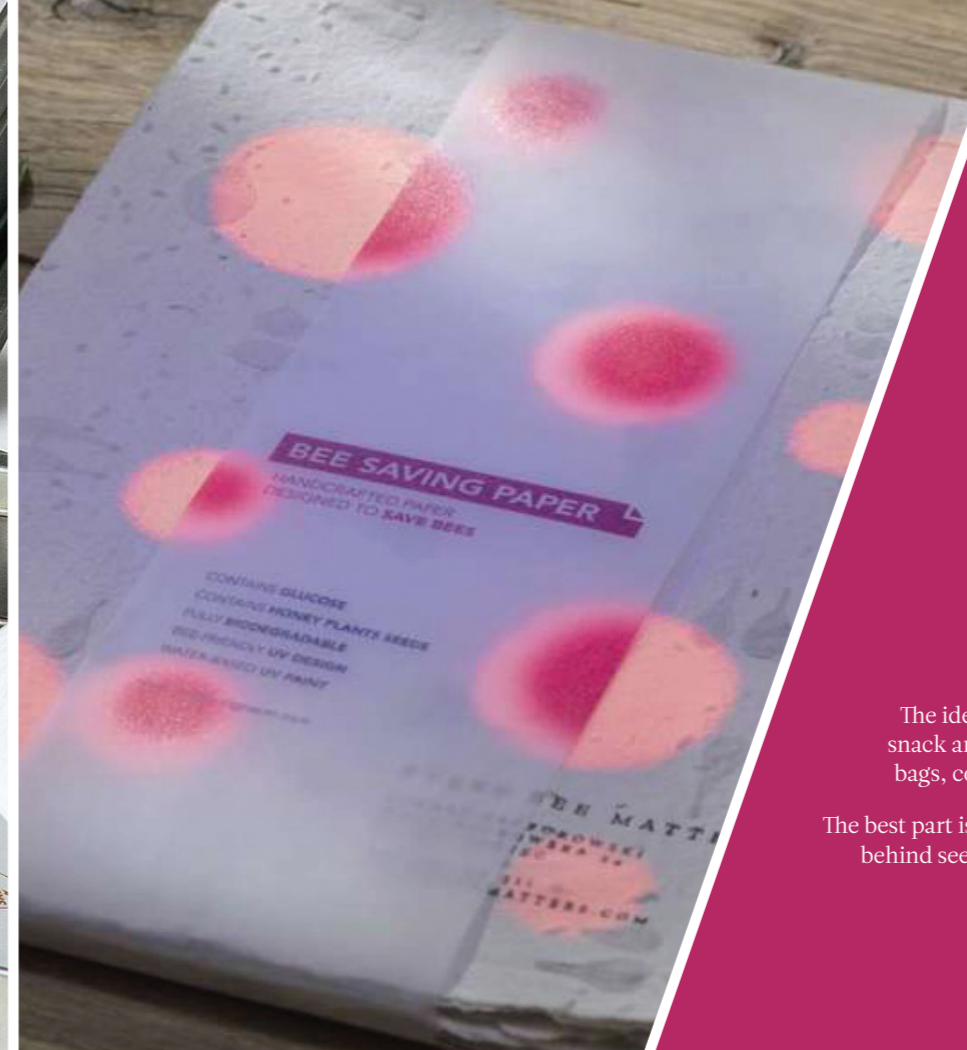
Bee populations are declining world wide. Things like disease, pesticides, loss of habitat and food sources are causing danger to these crucial pollinators.

To help save the world's bees City Bees and Saatchi and Saatchi IS teamed up to create an innovative solution using paper. A biodegradable Bee Saving Paper was made with glucose and contains seeds from the bee-feeding flower, lacy phacelia.

The idea is that bees will land on the paper, enjoy a glucose snack and fly away. The paper could be used in paper plates, bags, coffee cup sleeves, or even other disposable products.

The best part is, the paper will eventually fully biodegrade, leaving behind seeds that will grow into more flowers to feed the bees.

Sources: Mental Floss, 2018



TACKLING RECYCLING ONE COKE BOTTLE AT A TIME

Coca-Cola is on a sustainable health kick announcing last year that their global goal is to collect and recycle the equivalent of every can or bottle it sells by 2030.

As a part of their 'World Without Waste' campaign, the brand is taking into consideration the full lifecycle analysis of their packaging, from design to recycling and repurposing. With a keen focus on implementing a 100% recycling initiative, Coca-Cola will start with their plastic and aluminium cans, which equates to 85% of their product packaging.

Coca-Cola President and CEO, James Quincey, told Marketing Mag, "We believe every package – regardless of where it comes from – has value and life beyond its initial use. If something can be recycled, it should be recycled. So, we want to help people everywhere understand how to do their part."

Source: Marketing Mag, 2018.

IRISH SHOPPERS ARE ENVIRONMENTALLY CONSCIOUS

A recent Nielsen study revealed nearly half (48%) of Irish shoppers either actively seek products with minimal packaging and 46% actively seek products in recyclable packaging or products with no packaging.

However, is it up to the consumer to be environmentally conscious, or is it up to retailers? Irish consumers believe that responsibility lies with the retailers; 88% believe there is too much plastic packaging being used unnecessarily and 91% retailers should do more to reduce the amount of packaging used on grocery products.

So, retailers, if you're reading this, be sure to meet consumers' needs, provide full transparency and promote environmentally friendly packaging, because sustainable packaging is certainly on trend.

Sources: Nielsen, 2018



46%

of shoppers expect the images of the health and beauty products they purchased online to look exactly the same as what is delivered to their doorstep. Otherwise, they assume something is wrong with the product. In fact, **22%** of shoppers surveyed who returned product based on the packaging reported that they did so because they thought the product was counterfeit or the color looked off. Therefore, quality and color consistency become more important, as they are key in preventing the expense of returned items.

Sources: 1. Danaher Product Identification, 2018

DID YOU KNOW?

- 28%** switched brands because the packaging was different. This is where brand consistency plays a key role.
- 38%** purchased a new product because they enjoyed the packaging.
- 71%** of consumers said they were more likely to buy brands that package their products in paper or paperboard.
- 63%** of consumers said that paper and cardboard packaging makes a product seem premium or high quality.
- 83%** of consumers agree that paper and cardboard packaging can be innovative.

Sources: 1. Packaging and the Digital Shopper, 2018. 2. Simplify My Packaging, 2018.



SHARE YOUR STORY

CONTRIBUTE TO THE VALUE OF PAPER AND PRINT

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Share your story and contribute to the value of paper and print. VoPP Mag is a bi-annual print and digital magazine sent to advertising agencies, media agencies and brand owners across Australia and New Zealand. If you have a cool print initiative, story or an exciting new campaign that explores print, paper, packaging or sustainability, then send it in to be featured in the next issue. Or simply request an advertising space today!

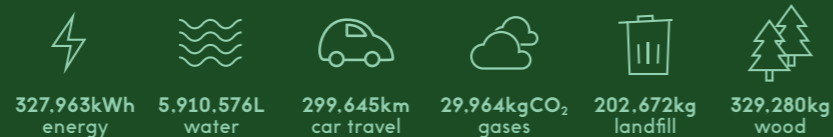
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THE WORLD OF PRINT

THE PRINTED WEBSITE

Canadian printer, Somerset, wanted to create a website that captured the full brand experience, however the only challenge was to replicate the sense touch users will recognise from a printed piece onto a digital landscape. From this, Somerset created the Printed Website – a physical and interactive press sheet that consumers could touch, unfold, and explore through the innovation of 20 different printing techniques. Somerset incorporated foiling, perforation, scanimation, embossing and much more to achieve an interactive print piece. The Printed Website then directed consumers to the online version, where they could experience everything digitally.



/ ENGAGE

KIA MOTORS SCRATCH AND SNIFF!

For the launch of Kia's Stinger model, scratch and sniff technology was implemented into their direct mail campaign to embody the true Kia driving experience. Consumers were enticed to scratch the tire on the page to be welcomed by the warm smell of burning rubber.

SEAWEED SAUCE SACHETS

A world first, biodegradable, compostable and edible sauce sachets made from seaweed are being trialled by Just Eat in collaboration with Skipping Rocks Labs. In an attempt to reduce unwanted plastic waste, the brand is investing in innovative and practical alternatives to single use plastics as the modern-day consumer becomes environmentally conscious.

This concept can bring the world one step closer to environmental sustainability.



KFC'S EDIBLE PACKAGING

Finger licking good fast food retailer, KFC, have taken zero waste to a whole new level with edible packaging. Customers' orders were wrapped in edible packaging featuring catchy slogans including, "Finger Lickin' Wrapper Eatin' Good", "The wrapper is edible. So if you eat it you're recycling sort of" and "Sorry the trays are still not edible". However, these weren't plain rice paper wrapping, the edible ink was printed in KFC's signature Zinger flavour.



THOUGHT LEADER

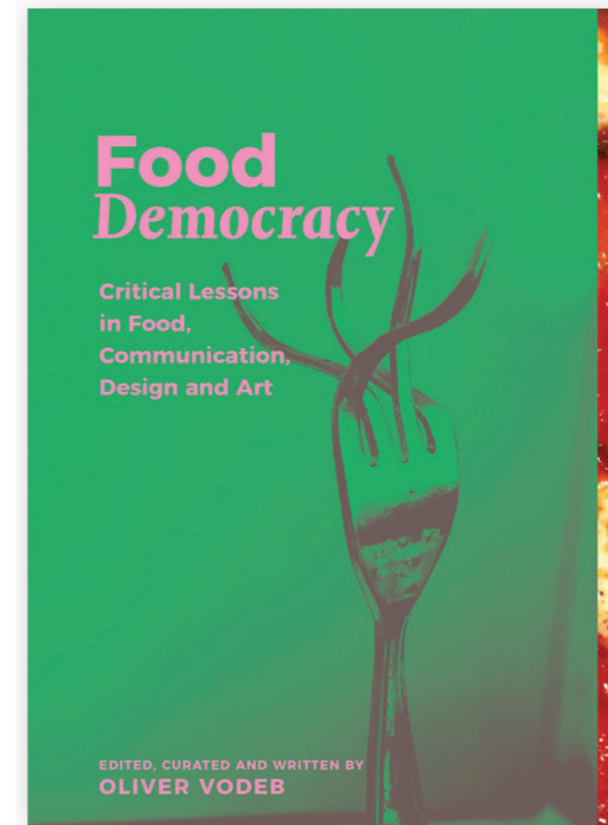
DR OLIVER VODEB, RESEARCHER AND SENIOR LECTURER IN THE SCHOOL OF DESIGN AT RMIT UNIVERSITY AND AUTHOR OF FOOD DEMOCRACY, DISCUSSES HOW WE CAN PARTICIPATE IN AND CHANGE OUR FOOD INDUSTRY THROUGH THE USE OF SOCIALLY RESPONSIVE COMMUNICATION, DESIGN AND PACKAGING.

Tell us about your new book *Food Democracy* and why you were inspired to write it?

Food Democracy looks at the role design, communication and art play in our food system – the path that food travels from field to fork. Our research shows that the current food system is utterly problematic because it is not democratic and is not designed for people to truly participate in it. This contributes to many problems ranging from serious health issues, to environmental degradation, to workers exploitation to animal cruelty to name just the obvious ones. The book makes this analysis and critique and then crucially presents innovative design, communication and art strategies and projects, which work as an alternative for a new Food System.

Which trends are shaping today's food industry?

To name just few of them: on one hand, we see a concentrated effort of the food industry to make profit from foods, which are designed to maximise pleasure through the use of addictive principles. Good examples are the ever-growing range of potato chips and extreme pizzas, like the “crazy cheesy crust pizza”. On the other hand, we see a strong effort to introduce a wider range of more sustainable and healthy solutions like plant based products – the use of hemp is especially interesting. More and more pressure is put on the industry to use less plastic and other environmentally damaging materials in their packaging. Social media and photography will continue to play a major role in how we engage with food.



What role does advertising and packaging design play in the trends highlighted above?

Advertising shapes our ideas on what is good, pleasurable food. Considering the need for more socially and environmentally responsible food, advertising could play a crucial role in shaping our ideas as well as teaching the wider public about such responsible possibilities.

I see packaging as a medium with largely unused potentials. Packaging is especially interesting because it many times distorts the reality: grandmothers on an industrially produced tomato sauce? Packaging design needs to reflect what the food product really is, with all its background stories if it wants to contribute to a more open, transparent and participatory food system.

How can we think and create socially responsive communication and packaging design that shifts the food industry towards more sustainable production and consumption practices?

At the core of my research is a realisation that we have no other choice than shift our thinking and practices towards socially responsive solutions. The state of the world is simply too problematic for us to continue on the same trajectory. What this may mean for the packaging industry is a shift partly from producing objects to developing systems that will support the user to work with sustainable packaging. For example, can the

packaging industry envision a sustainable, open source model based on recycling, upcycling and recoding where it provides systems, knowledge and also materials like paper in which the user is in charge of the production, design and use of the very packaging? For this we will need disruptive and truly innovative design and business models.

How can packaging design create a relationship to a brand and harness customer loyalty?

Our research shows that transparency, dialogue and participation are key to harness customer loyalty. Packaging needs to become a medium that truly enables such relations. In my opinion packaging is an interface through which a crucial part of the brand experience can be performed.

An interesting paradox lies in the paper medium, which is a slow medium and therefore can act as an alternative to the fast consumption of everything through digital. How can paper based packaging extend the time of interaction in a meaningful way in the life span of a packaged food product. Several socially responsive strategies lie at hand. But let me use just one example. The amazing idea to use milk packaging for communicating missing children in the USA from the mid 80s could be extended. Packaging could be used as a vehicle to engage with culture and society beyond just the narrow product related images and information. For this, a new brand sensibility needs to be developed based on socially responsive principles.



CELEBRATE YOUR INDUSTRY AND BE AWARDED

2018 saw the birth of The Real Media Collective, an industry association that demands NOT to be called an industry association.

Our commitment is to build an industry voice for the sustainability of strong, performing media channels across letterbox, magazines, direct, print marketing, fibre-based packaging and more, today and tomorrow. We support, promote and ultimately grow demand for the valuable products and services our industries offer.

Our members are armed with a range of tools, including research through the Roy Morgan Research partnership, resources, international partnerships, initiatives, lobbying and advocacy positioning.

To leverage the Collective, the Real Media Awards were announced in September 2018, launching in March 2019. Join us, register and prepare to celebrate the Real Media Awards, they will be bigger and better than ever!

Flick the Collective a note on hello@thermc.com.au, or give the Real Media Awards Team a buzz on +61 3 9421 2206. | www.thermc.com.au

GET READY FOR THE REAL MEDIA AWARDS... THE BIGGEST YET!

ARE YOU FRIENDS WITH FRANK?



MATTHEW AND TERRY SQUADRITO ARE TWINS, CREATIVE DIRECTORS AND THE CO-FOUNDERS OF SYDNEY-BASED DESIGN AND BRANDING STUDIO SQUAD INK. THIS DUO CONSTANTLY FOUND THEMSELVES DREAMING UP CREATIVE COLLABORATIONS THAT BRIDGE THE GAP BETWEEN BRANDING DESIGN AND PRODUCT DEVELOPMENT, UNTIL ONE DAY THEY DECIDED TO TAKE THE NATURAL STEP AND CREATE THEIR OWN PRODUCT - FRIENDS OF FRANK COOKIES.

The Squad Ink team gives us the goods on just how they launched these moreish cookies.

TELL US ABOUT YOUR IDEA AND HOW YOU CREATED FRIENDS OF FRANK

We wanted to create an all-natural cookie that didn't take itself too seriously – so Frank was born. Frank is the feeling of popping the perfect wheelie on your bike and the echo of the ice cream truck rolling down your street. We wanted to capture that warm, fuzzy feeling from our childhood and give it relevance to the supermarket shelf today. Our mission was to put flavour and good times first and the 'better for you' call card to be secondary... which is what we feel real lovers of food are looking for.

The range offers three flavours that feature a cookie cut out window, giving the shopper a peek at the goodness inside. Our research demonstrated a need to offer the shopper 'transparency' of the ingredients and product to aid in a speedy decision-making process. We used the cut out as an opportunity to build an illustrative scene of the wholesome ingredients and a cheeky cookie character orbiting around window. Placing the shopper the heart of the design process really defined the concept and final solution. The flavours are also defined by the use of vibrant colour, which is softened by a paper texture image applied over the top.

THE PACKAGING HAS A NATURAL AND WHOLESOME FEEL TO IT, CAN YOU TELL US HOW ACHIEVED THAT AND WHY?

We were looking for a board that we could print on the uncoated side to achieve a true matt (uncoated) finish to touch, without dulling the vibrancy and richness of the printed colour. To achieve this, we chose packaging grade Barry Bleach Board from Ball & Doggett. The light coating on the reverse side of the board gave us the perfect combination of uncoated feel but printed with excellent colour and also allowed for finished printed packs that don't mark when handled in store – or by little hands at home!

Friends of Frank products are 'all natural' and it was important that the stock we chose ticked the boxes for sustainable responsibility. Barry Bleach Board is made in a facility that adheres to world's best practice environmental standards, it has PEFC (sustainable forest certification), is acid free and elemental chlorine free. As the stock is also food contact approved, we were able to maintain our brand values from product through to packaging.

We received an incredible response towards to the product locking in 100 retailers within the first month, superseding our expectations. We are excited to release new flavours and different packaging formats.

TAKE 6



1

ALL BIRDS

Two New Zealand creators, Tim Brown and Joey Zwillinger, teamed up to revolutionise the footwear industry. Recognising an absence of iconic NZ merino wool within the industry, Brown and Swillinger have created a whole new category of shoes inspired by natural materials. However, the sustainable journey doesn't end there. All Bird's packaging is made of 90% post-consumer recycled cardboard that serves as a shoebox.

2

GET LIT WITH SMART PACKAGING

Budweiser got into the spirit of the 2018 FIFA World Cup by creating cups that lit up in response to crowd noise – the louder the crowd, the crazier the light show. The brand printed an electronic circuit into the packaging to respond to environmental sound, with printed and folded corrugated board used to create the ultimate beer carrying tool. More than 70 versions were created to align with all the countries involved in the tournament. Innovative print application taking the phrase 'get lit' to a whole new level.

3

TRAFFIC FOLDING AD

According to Transport Analysis, there are over 4.8 million passenger cars on the road in Sweden, up 1.6% from last year and climbing. Swedish public transport services Västtrafik, responsible for buses, trains, ferries and the Göteborg tramway, wanted to encourage people to travel via bus to ease the traffic congestion. To do this, the company produced a folding print ad visually displaying the difference in road traffic when travelling together on a bus.

4

THE COLOURING BOOK CAN

Pipeworks Brewing Co have produced a new can for their Out of Line beer range that doubles as a colouring book. Using an ultra-matt finish, avid drinkers were blasted to the past, crayons at the ready, creating the perfect nostalgic feeling. Artists were encouraged to post their creations on Instagram to share them with the world.

5

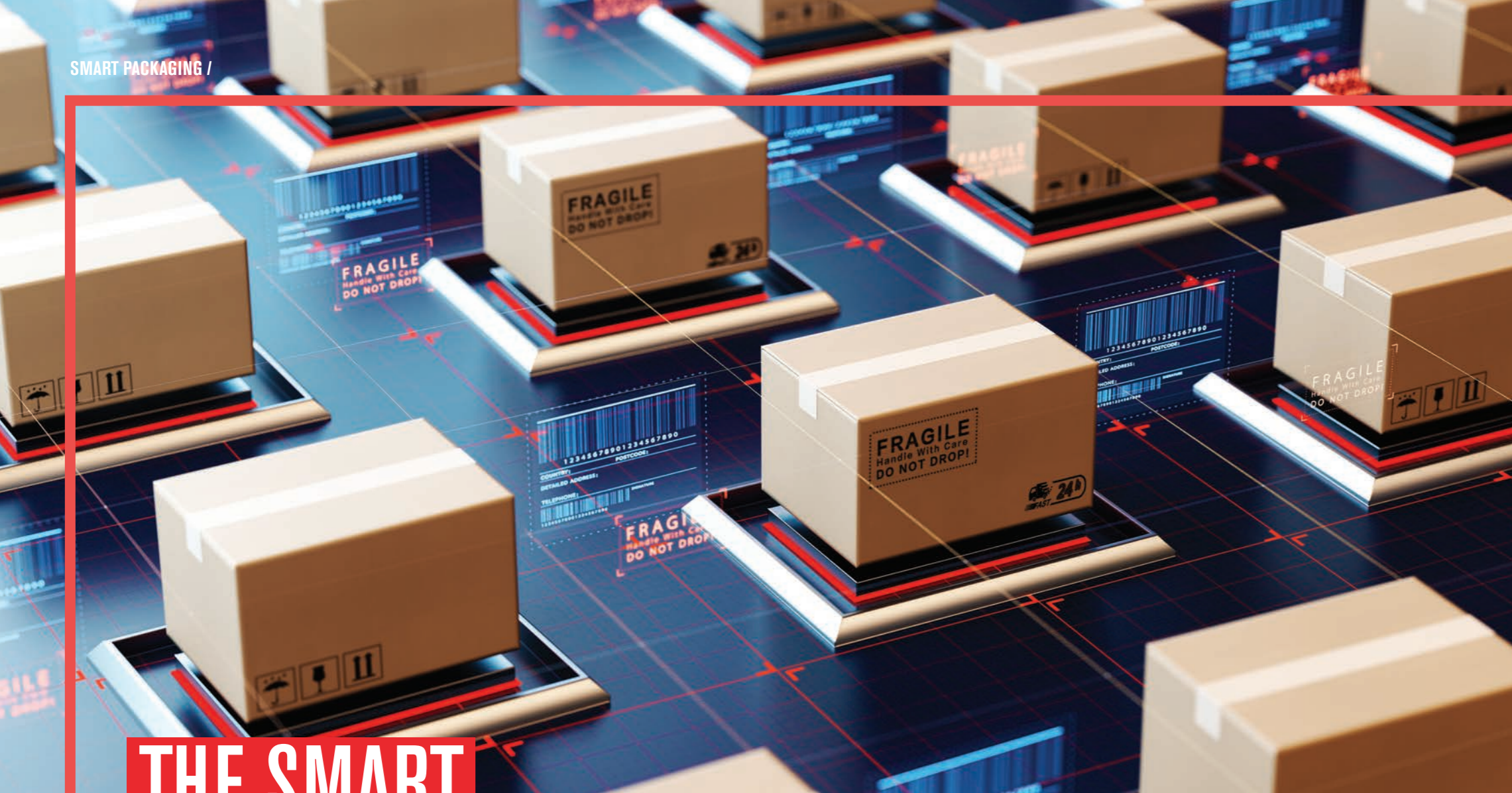
DOUBLE UP

It's a two for one deal with ASDA groceries lunch packaging. Those who purchased one of the sandwiches out of ASDA's lunch range were welcomed with packaging that doubles as a paper plate. The sandwich package exemplifies the strategic use of both interactive elements and purposeful packaging. Simply open the box and therein lies a clean surface to eat the meal on. Thanks to intricate folding and innovative design, hungry tummies will be full with no room for spillage or spoilage.

6

DELIVEROO'S EDIBLE BILLBOARD

Edible billboards are becoming a hot trend for marketers and there's no better way than to connect with one another than through food. With this in mind, and to celebrate the 10-millionth burger delivery, Deliveroo created a billboard mosaicked with 2,000 free burgers in London. Hungry consumers lined up to receive their treat while having a face to face interaction with the brand, rather than through the usual digital screen. We all need a little digital detox once in a while.



THE SMART PACKAGING REVOLUTION

Whether it's reducing waste, attracting new customers or fighting fraud, embedded smart technology is quickly becoming the next big thing in packaging.

By Sam Upton

For the vast majority of the packaging industry, the use of smart technology in the supply chain is nothing new. After decades of the bar code and later, the QR Code, RFID tags and electronic chips are used throughout the industry to track products as they move from manufacturer to retail outlet. But their use beyond the supply chain has been limited to scannable codes that give access to product information and one-off marketing campaigns.

But with the development of new and more cost-effective technology, those codes and campaigns are about to become a lot more available and useful to both customer and producer, improving both the value and the sustainability of packaging.

\$52BN AND COUNTING

In the past few years, the area of smart packaging has become a multi-billion dollar industry. According to a report by Accuray Research, the global smart packaging market is set to grow by 5.4% over the next decade to reach \$52bn by 2025.

A significant portion of that value will be in food traceability, which is expected to be worth more than \$18.5bn by 2023¹, driven by the concern people have about where their food comes from. Using electronic chips embedded within the packaging, customers can use their smartphones to trace exactly which farm their food was grown on, as well as how far it's travelled and how long it's been stored for.

“
The global smart packaging market is set to grow by 5.4% over the next decade to reach \$52bn by 2025
”

Such technology is also useful for food producers concerned about their products being copied and sold as counterfeits. In the extra virgin olive oil market, as much as 70% of the product sold is thought to be fake, a group of extra virgin olive oil producers asked Norwegian firm ThinFilm to develop an NFC (near-field communication) chip that could be used within the packaging of their premium products. Customers could then use their phones to connect with this chip to ensure they had the genuine product.



EMBEDDED INFORMATION

As well as details on provenance, a number of firms are looking into embedding practical information into their packaging, such as operating instructions or recipe ideas. “There’s absolutely no reason why you can’t scan your ready meal and have that tell the microwave what setting to put it on,” said Andy Hobsbawm, co-founder of smart products company EVRYTHING.

Of course, once you start being able to embed information and content into packaging, then it’s only a matter of time before the marketing departments start to advertise through this new communications channel, offering videos, competitions and ads for other products that pop up on your smartphone.

Indeed, this is already happening. For evidence, see the McDonald’s ‘Track My Macca’ campaign in Australia, which invited customers to scan their burger box with their phone to receive exclusive AR content.

ENVIRONMENTAL IMPACT

But perhaps the most useful application of smart packaging is in helping the environment. With smart technology able to detect whether certain foods are still safe to eat, it could extend the shelf life of a product, reducing food waste and providing greater efficiency in the supply chain.

Not only that, embedded information could provide the customer with detailed information about how the packaging can be recycled and even directions to the nearest recycling centre.

“Solutions are now being implemented to help combat waste and prevent food waste,” said Eef de Ferrante, Director of the World Congress on Active & Intelligent Packaging. “The environmental issues we face can be solved by advancements in technology and implementation in the packaging industry. I strongly believe active and intelligent packaging will make great changes to these issues.”

SMART PACKAGING IN ACTION

SMART VIAL KIT - SCHREINER MEDIPHARM

The international medical labelling and packaging company based in Germany has created a cardboard medicine box that tracks and monitors the medication it holds, providing a patient or doctor with information on which medication was removed from which compartment. The packaging contains an integrated electronic circuit that connects to a smartphone using NFC technology, and can even provide information on the temperature inside the packaging.



THE BOX - LIVINGPACKETS

Swiss startup LivingPackets has launched a sustainable and trackable shipping box that, according to the makers, generates almost zero packaging waste. Simply called ‘THE BOX’, it features real-time environmental monitoring (location, temperature, humidity, shocks, opening), as well as an integrated camera for remote viewing of the contents. THE BOX targets the booming ecommerce sector and allows customers to either pay for or return an item simply by pressing a button on the packaging.



MERAY MUESLI DISPLAY - FRESH NUTS GMBH

Display packaging is ideal for smart connectivity, allowing brands to provide customers with in-store content and communication to draw them towards the product and encourage purchase. To launch their new range of mueslis, German food brand Fresh Nuts used a display that featured images with digital watermarks, which can be read using a free app on a smartphone. By pointing their phones at the display images, customers can access video content, encouraging them to try the new breakfast cereal.



BRANDS CURING OUR PLASTIC ADDICTIONS

FROM MAJOR SUPERMARKET BRANDS LIKE COLES AND WOOLWORTHS BANNING THE SINGLE-USE PLASTIC BAG, TO TELEVISION PROGRAMS LIKE THE WAR ON WASTE AND DAVID ATTENBOROUGH'S BLUE PLANET II HIGHLIGHTING THE INCREASING GROWTH OF PLASTIC AND PLASTIC PACKAGING WASTE AROUND THE WORLD, CONSUMERS ARE ENGAGED AND CONCERNED WITH PLASTICS NOW MORE THAN EVER.

Pippa Moyle, founder of Trash Talk Campaign, told Raconteur, "Environmental activism is becoming cool. The more that people are educated, the more questions they're asking. The biggest challenge is the lack of communication between consumers and brands," she says.

It is therefore no surprise to see brands shifting away from plastic packaging amidst the ensuing war on plastic.

Packaging is arguably one of the most important markers of brand identity and brand values, it offers a first-impression of what a product and brand stands for (or not) simply by how it is presented. Because of this, packaging plays a crucial role in purchasing choices.

Some 52% of consumers say their purchase decisions are partly dependent on packaging – they check the labelling first before buying to ensure the brand is committed to positive social and environmental impacts.¹

Further, two-thirds of the "sustainable mainstream" population will choose products from sustainable sources over other conventional products. They're also more likely to buy products repeatedly from a company if they know the company is mindful of its impact on the environment and society.²

We are seeing a suite of brands from all industries like Lush, L'Oréal, Corona, a2 Milk, Apple and IKEA working to limit or remove plastic from their product packaging and replace it with a non-fossil material like fibre or plant based. Already, we have seen a 26% growth in sustainable packaging from 2013 to 2017.³





CLEAN AND GREEN

Let's take a look at the beauty and cosmetic world where brands like Lush and L'Oréal are leading the sustainable packaging revolution.

Lush have a strong zero waste ethos and offer 'naked' versions of many of their products including shampoo bars. Based on their shampoo bar sales between 2015-16, nearly 16 million plastic shampoo bottles were never created. Where they do use plastic, it's a plain black pot made from a mixture of recycled plastic.

L'Oréal's worldwide general manager Shane Wolf is experimenting with sustainable products through spearheading the brand "Seed Phytonutrients", a new beauty brand committed to designing products that are sustainable inside and out.

The product's packaging is a compostable bottle made from post-consumer paper, combined with clay. The bottle has two separate pieces of paper that are held together using an interlocking design rather than glue. And inside there is only a very thin recyclable plastic container that holds the liquid, like shampoo and conditioner. The exterior paper serves to strengthen and protect the plastic, which is 60% thinner than a typical plastic bottle.

Wolf told Fast Company, "...if we can prove that sustainability is good for the bottom line, L'Oréal can adopt our sustainable strategies and incorporate them into other brands."



LESS IS MORE

Also pursuing the ethos of plastic avoidance where possible is Apple. In 2017, they released their "Paper and Packaging Strategy" which lays out various measures it is taking to lower its packaging's environmental impact.

In this strategy, Apple outlines how its iPhone 7 case reduced packaging compared to the previous iPhone 6 by combining two separate trays into one. Apple also changed the material from petroleum-based plastic to a fibre-based material. The results were an 84% decrease in plastic usage for iPhone 7 packaging next to the iPhone 6s.

We are even seeing brands like IKEA shift their plastic gift card to fibre-based alternatives. This means that the 12 to 15 million plastic cards that IKEA previously produced each year will now be made of paper.

"We want to reduce the use of petroleum-based plastic in general and particularly where we do not have control over the product's afterlife," explains Per-Ola Nilsson, who works as Technical Support for paper and print at IKEA Indirect Materials and Services.

"We can't know what the consumer will do with the gift card, so then an organic material like paperboard is better in this case because it damages nature less if it is not recycled properly."

What's clear is that sustainable packaging, once a nice to have, is now becoming table stakes. Smart brands are exploring new packaging alternatives and investing in material science to impress their conscious customers. There is no one-size-fits-all, however brands experimenting with sustainable alternatives like wood and plant fibres, touted for their sustainable credentials, are leading the way in this transition.

DRINK IT UP

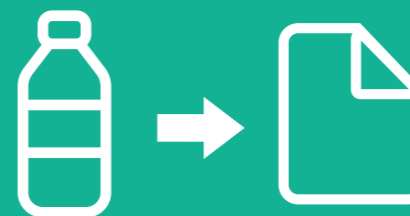
The beverage industry is also seeing brands like Corona experimenting with a plastic free alternative for its 6 pack rings, which have traditionally been a symbol of harmful plastic waste. The company launched a trial in Mexico with plastic-free rings made from plant-based biodegradable fibres, with a mix of by-product waste and compostable materials.

Corona told Beverage Daily, "The key to reducing plastic waste is to avoid producing plastic entirely. Although most plastic rings are recyclable, the reality is that the majority of all plastic ever created hasn't been recycled, which is the motivation for brands like Corona to pursue solutions that avoid the material entirely."

a2 Milk has also recently announced it will be selling its products in 100% recyclable FSC-certified paper-based cartons. The dairy brand is reducing its use of single-use plastics with the paper-based cartons that use 80% less plastic than bottles and carry the Forest Stewardship Council label.



WHY ARE COMPANIES MAKING THE SWITCH FROM PLASTIC TO PAPER?



- Paper is made from a renewable, sustainable resource and is the most recycled product in the world.
- Paper is based on wood, a natural and renewable material.
- In Australia, 65.3% of paper packaging is recycled.⁴
- In NZ 60% of paper packaging is recycled.⁵
- Sustainably managed forests help to reduce CO2 levels, a tremendous asset when it comes to dealing with climate change. As young trees grow they absorb CO2 from the atmosphere and paper continues to store carbon throughout its lifetime.



EXPAND YOUR BUSINESS

AND ACHIEVE BETTER MARGINS WITH DIGITAL LABEL PRINTING

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- The AccurioLabel 190 can print on most standard label stock
- FDA approved toner and excellent light fastness make the AccurioLabel 190 perfect for food and beverage, medicinal and other label applications
- Great for personalised labels and barcodes
- Smallest footprint in its class



To book a demonstration on the AccurioLabel 190 visit konicaminolta.com.au/accuriolabel-190

HOW AUGMENTED REALITY WILL TRANSFORM LABELS AND PACKAGING

Augmented reality (AR) is set to become the latest innovation transforming labels and packaging. AR combines a computer-generated image with the user's view of the real-world, creating an interactive experience.

To engage with the AR content, users simply download an app, then scan the label with their mobile phone. This can then bring up anything from animations and cartoons to videos. For example, by scanning a pasta label, users could access a video of a well-known chef making a recipe with that pasta.

Currently, the biggest barrier to creating AR labels is the cost. Organisations that develop and publish their own apps as well as content could be looking at a price tag of up to \$60,000. However, an innovative approach at Shire Labels is seeing this price drop to less than \$5,000.

Another challenge for those looking to create AR labels is the fidelity of the printed label. An inaccurate or unclear label printout can make it impossible for smartphones to scan the markers that access the AR content. So, it's essential to have a label printer that offers exceptionally high-quality outputs.

Shire Labels worked with Konica Minolta to develop its AR label capabilities using the AccurioLabel 190. It prints long runs at fast speeds with unique toner technology that delivers a long-lasting label that can withstand harsh environments without losing readability. The high-resolution labels print out at 1200 DPI, delivering the level of accuracy and detail needed for AR to work correctly.



Peter Petran said, "The AccurioLabel 190 and our AR label business go hand in hand. The Konica Minolta machine delivers the quality we need to add sophisticated markers to the AR labels. This adds authenticity to the design and provides a number of different applications."

Shire Labels is experiencing growth in demand for its AR labels and, with 5G networks just around the corner, AR labels are likely to become even more popular in the next year or so.

Peter Petran said, "Our Konica Minolta label printer will continue to provide opportunities for innovation as we start to take advantage of more advanced networks."

"AR labels are a significant opportunity for our business and all the work is done right here in Sydney. However, our key bread and butter remains printing high-quality labels on a variety of substrates with a quick turnaround. We rely on our label printer to always be up and running, and even a day of downtime could be detrimental to our business. Konica Minolta ensures we can keep working. The team provides outstanding service on the ground with fast response times, giving us peace of mind that we can guarantee our customers we'll meet their deadlines."

Shire Labels has been operating for 25 years, working with the trade as well as directly with customers. It recently became the first Australian printer to receive a worldwide certification that guarantees its drum labels can withstand harsh conditions to prevent them falling off or fading.

Peter Petran said, "Working with Konica Minolta will position us for significant growth and support our focus on innovation."





"Snake"
"UP!"

If there is one demographic group that has received constant attention, it is the Millennials. This cohort representing one-fourth of the planet's population is touted for their growing spending power, digital nature and distinct values.

By Lori Mitchell

Right now you're probably thinking 'not another article about Millennials'. Let me stop you right there. Yes, this is going to be yet another article about Millennials, but for good reason.

The way brands package and market their products has been disrupted. Though a number of factors have contributed to this upheaval, we can't ignore the strong Millennial influences at play in this disruption.

Namely, demand for sustainability, visual appeal, and seamless experiences have been pulled to the forefront.

73% OF MILLENNIALS ARE WILLING TO PAY MORE FOR SUSTAINABLE GOODS.

CLEAN AND GREEN

Millennials want brands to be honest, authentic and aware of their social and environmental impacts. In fact, 73% of Millennials are willing to pay more for sustainable goods.¹ This is an enormous number and one that need not be ignored.

Of course, there are many ways to tell a brand's sustainable story, however the way a product is packaged and the messages found on packaging play a role. Having sustainable business practice

is great but if prospective customers don't understand this commitment to responsible and ethical behaviour, you're at a loss.

Millennials want to know if a product is made from fresh, natural or organic ingredients or if it has been produced ethically. This is why we are seeing a shift to more minimalist, biodegradable packaging made from recycled materials, with clear brand stories.

BUT FIRST, LET ME TAKE A SELFIE

It has never been easier to share your experience and preference for a brand. If a consumer is pleased or dissatisfied, this experience can be spread to millions via a single click.

On top of this, years of over-exposure has left many numb and sceptical of advertising, making peer relevancy and product recommendations all the more important.

Though this has always been important, it has taken on a different meaning since the selfie epidemic.

Millennials are expected to take 25,700 selfies during their lifetime – considering the average lifespan is 27,375 days – this is a huge amount.² And the impact of this capturing and sharing is just as big for brands.

Products from fashion and beauty to food and beverage are all making debuts on social media, creating a free ad for your product, should its packaging be up to scratch. We are seeing brands make the most of this selfie culture and pursue bold colours, clean designs and visually stand out products.

MILLENNIALS ARE EXPECTED TO TAKE 25,700 SELFIES DURING THEIR LIFETIME

SMOOTH & SEAMLESS

When it comes to shopping, Millennials are not as wedded to digital as one may think. Numerous studies have found that although Millennials are savvy online customers, they haven't abandoned bricks and mortar altogether. Rather, this demographic is likely to use all avenues to find the best products and services and 68% demand and expect this experience to be integrated and seamless.³

This means that through their transition from smartphone to laptop to physical store – the prices, promotions and product must be the same – and consistent product packaging is critical here.

According to a recent Pantone study⁴ one quarter of online purchasers returned items because it didn't "look right" or looked "counterfeit". Clearly, it matters that the appearance of the products online and offline are synonymous. To avoid this problem, we are seeing brands ensure e-commerce imagery matches product packaging that is shipped and available in stores.

These are but a few of the trends that this powerhouse consumer group are shaking up the market with. Whether you're over the Millennials and their trends or not, brands rising to meet these expectations are seeing the fruits of their labour.

68% DEMAND AND EXPECT THIS EXPERIENCE TO BE INTEGRATED AND SEAMLESS.

PACKAGING THAT'S LIKE A FINE BOTTLE OF WINE

The use of foil on wine label packaging has been around for many years, but it's accelerated in recent times as creatives look for ways they can differentiate their design and create impact. Grapes take a long time to produce, a little like our approach to creating great packaging inspiration. Through making our own Ball & Doggett Shiraz Cabernet 2018 sample we set out to show how easy it is to create something beautiful using our range of products while also crafting a packaging sample that looked just as good as it tasted.

HOW WE DID IT

Cold foil is a cost-effective way to create differentiation without compromising on the look. To inspire foil users, we applied a Silver Bright cold foil on the front and a European Gold featured on both the front and back of the bottle. We also incorporated our own self-adhesive label product - Yenom Wine Label Cast Gloss White Burgundy WL01/WG62. A neck tag was made using tactile paper Curious Collection Skin - Adiron Blue, adding a premium touch. The tag lists all the available cold foil colours; Firework Gold, Velvet Gold, Savannah Copper, Chilli Red, Silver Matt & Silver Rainbow.



WHY COLD FOIL?

The use of foil has the ability to take the humble wine label to a new level. It's much more affordable price point has meant designers are now focused on using foil to create the unique look.

Mostly applied inline during the offset printing process, the gamut of colours you can achieve with cold foil is literally only limited by your imagination. Use a cold foil like silver and any CMYK combination to achieve the exact colour you want. Cold foils are handy to use when you have an 'I need it yesterday' kind of deadline, when foiling large areas or large quantities are needed, you're using a lighter weight paper or need to match a specific colour.

THE RESULTS

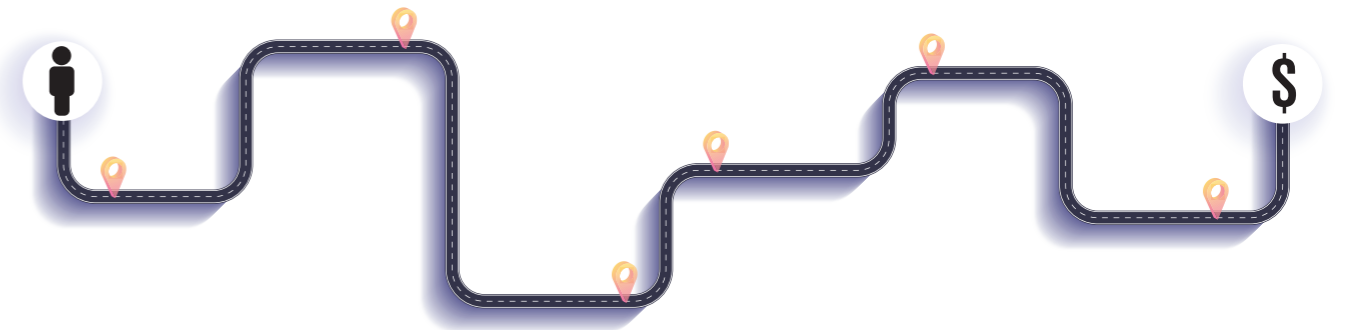
The success of this packaged product was in the numbers, a 30% increase in enquiries meant we were able to drive great awareness of the possibilities cold foil presents for wine label designers and printers.

**30% INCREASE
IN ENQUIRIES**

GOING

How packaging is leveraged to dazzle post-purchase

BEYOND:



Brands are brilliant at engaging and developing a relationship with consumers on the path to purchase. From catalogues to social media, a cohesive journey is crafted syncing all avenues to lure the consumer in. But what happens once their credit card has been swiped and the purchase is complete? Does the engagement just simply end there?

In what's being called a 'retail apocalypse' making it increasingly difficult to physically engage with consumers, how will brands create the experiences they crave?

There is no telling whether (or not) a customer will visit a brand's website or store after a product has been purchased, leaving little room to influence the customer during product consumption.

With 90% of retailers recognising that post-purchase interactions are the gateway to better brand perception, customer satisfaction and loyalty¹, we are seeing brands get creative with packaging to delight and extend a full experience well into product consumption. After all, if 72% of consumers agree that package design is one of the many influences on brand loyalty, think of how it could dazzle post-purchase.²

JUST FOR YOU

CUSTOMISATION – we've said it once, and we're saying it again. Customers expect a personal touch, and respond well to it. Customer loyalty can rise by over 40% through personalisation as well as lead to repeat orders.³ So it's really no surprise to see brands like Nutella and Vegemite continually offer the opportunity for customers to personalise their product packaging. Nutella started their 'Make Me Yours' campaign in 2015 and has continued to offer it every year since.

It's not getting old either. New brands like Tim Tam, Toblerone and Milo recently joined the party. Last Christmas, you were able to create a special Tim Tam gift box and Toblerone bar at Myer and make your own Milo tin at Cotton On.

In London, cloud-based technology provider Kezzler partnered with global packaging company Amcor to take Toblerone one step further.

Toblerone bars came with a QR code that carried a unique identity. In scanning the QR code with their phone consumers were able to record a personalised video message for the person they were gifting it to. The recipient then scanned the same code in order to view the message and, if they wished, shared the video on social media.

Kezzler CEO Christine C. Akselsen told Promo Marketing, "The Toblerone campaign is all about lifting the experience of the product. By digitalising the bar and enabling personalised gifting it becomes more than just chocolate but is also an experience."

"By making a gift more memorable and personal we hope to bring consumers closer to one another, as well as to the brand," she added.

In Japan, Kit Kat saw a similar opportunity as every spring friends and family send good luck messages to students prior to taking their school entrance exams. As luck would have it, Kit Kat is pronounced 'Kitto Katsu' which translates into 'Surely Win'. Kit Kat jumped on this do-not-miss auspicious timing and launched Kit Kat Mail – a Kit Kat consumers could buy at the post office and write a personalised, heartfelt message to send to family and friends.

The campaign results were an unprecedented success generating over \$11,000,000 worth of free publicity for the brand. Through innovative packaging, Kit Kat Japan turned what was once just another chocolate bar into something synonymous with good luck, sparking thousands of conversations and keeping the brand top of mind post purchase.

“The Toblerone campaign is all about lifting the experience of the product. By digitalising the bar and enabling personalised gifting it becomes more than just chocolate but is also an experience.”
having fun and being sustainable at the same time.

– Kezzler CEO Christine C. Akselsen told Promo Marketing

LIVEN UP

Brands are not stopping at personalisation. With Bombay Sapphire and Dogfish Head, gone are the days of opening your product and throwing away the packaging. We are seeing a link drawn between brand values and innovative packaging to foster an aligned experience keeping consumer connected for hours.

Take Bombay Sapphire, this brand teamed up with Shazam and Zappar to bring their customers the ultimate all-round experience, leveraging augmented reality and their packaging to do so. Consumers with the Shazam app were encouraged to scan the code attached to the neck of the bottle to reveal an immersive and colourful adventure. Not only did the bottle come to life through digital activation, scanners also received exclusive content including videos of Bombay Sapphire recipes.

Keith Curtin, VP, business development, Zappar told Confectionary News, "...product packaging for food brands can surface recipes, food preparation tips, nutritional information, coupons, and related brand promotions and offers.

"The best bit is that these interactions can be captured and tracked so companies can better understand usage habits among audiences for future product and marketing decisions."

Suddenly craving gin? How about beer? Dogfish Head Craft brewery based in the USA is also lifting up their packaging game. The brand designed one of their 12-pack boxes to be made of paperboard designed to handle moisture. When you buy the case, the idea is to rip the top off, fill it with ice and voila – a do it yourself esky. The esky is made to last 6 hours – enough time to drink your beers and some.

Cementing brand awareness and recall into consumers requires forging an experience beyond a single moment. Packaging is a perfect connection point to unlock brand content. Simply put, packaging is a low-cost, effective way to build lasting experiences. The more packaging can do, the more consumers will talk about it, like it and share it. The possibilities to extend the brand-to-consumer dialogue beyond the confines of a store or webpage, and bring it into the home are endless.

The rules are similar to that of a great friendship: If you can enrich a customer's life based on their experience with your product, their loyalty will grow, and they're likely to come back for more.

WINE

WINE

WINE

Do you judge a book by its cover? What about a bottle of wine by its label? Humans are wired to engage with the world using our senses, drawn to things that smell, look and feel a certain way. We wanted to find out just how wineries craft their labels and what considerations go into making them genuinely reflect the wine varietal, their brand as well as engage with consumers.

ZOE



CRITTENDEN

Marketing Manager, Crittenden Estate

Tell us a bit about Crittenden Estate Wines.

Crittenden is an intimate, family owned winery on the Mornington Peninsula, Victoria. My father, Garry, was one of the first to plant there and hasn't looked back since. Our wines range from French varieties and Spanish driven wines to our more experimental OGGI wine.

What is the impact of colour, fonts, substrates and imagery on your label? Do you have an example of what works best and why?

We have a number of ranges with different labels, each unique and different. Our Crittenden Estate range (Cri de Coeur, Zumma, Kangerong and Peninsula) is beautiful and consists of clean elegant lines. It exudes the quality that the wine is known for. We have other ranges such as Geppetto, Pinocchio and Los Hermanos, which whilst still being of excellent quality are a little more fun, colourful and playful. Inspiration for a label will often come in a flash such as the idea for the Los Hermanos label, which was styled after the iconic sardine tin that my brother Rollo, our winemaker, kept stumbling upon whilst travelling through Spain.



Do you label low and high range varieties the same? If not, what design aspects differentiate them and why?

We have a broad range of labels. One of the elements of the Crittenden brand that we pride ourselves on is being accessible and having a wine to suit a variety of tastes and budgets. These ranges attract different target markets and as such need to be considered accordingly.

Our high-end wines have labels that very clearly reflect this and it can be seen at a glance that this is a wine that needs to be taken seriously. Conversely, those wines that require less analysis and are to be consumed without too much consideration have labels that are more colourful and fun with perhaps a bit of a story behind them. We like to be able to assist with dinner party conversation!

Are your labels designed to engage a specific demographic? How does colour, texture, paper selection impact this?

Very careful consideration is given to the demographic when designing the label for a particular wine. For example, we specifically designed our Geppetto label to ensure that our holistic and sustainable approach to the way we care for our vineyard and make our wine was reflected in the label. This can be seen at a glance with rustic paper and "good" bugs and critters adorning each variety in the brand, which is something we encourage in the vineyard.

Have you done anything differently that's seen a positive impact in uptake?

Our labels are known to be attractive, creative and innovative. We try to think outside the box with everything that we do and this extends to our labels. For example, we have a brand called "Oggi" which means "of the moment" or "today" in Italian. This is an experimental wine that evolves and changes from vintage to vintage. To reflect the ever-changing nature of this wine we created twelve versions of the OGGI label. In each dozen box there will be one of each of the OGGI labels. Just for a bit of fun and novelty.

ALEXANDRIA



CARRUTHERS

Wine Club Coordinator,
Briar Ridge Vineyard

Tell us a little bit about your winery.

Briar Ridge Vineyard is a boutique winery located in Mount View, one of the Hunter Valley's sub wine growing regions in New South Wales. Many of our vines have spent the last 45 years growing and providing us with fruit of outstanding quality and unique character due to Mount View's location in an unparalleled part of the Hunter.

We predominantly deal direct to consumer and have one of the oldest Wine Clubs in the Hunter Valley - something which we are very proud of. Our main sales channels include our Mount View Cellar Door and Wine Club with a few of our wines sold through independently owned wine shops, restaurants and cafes.

What role does your wine label play for your brand?

For us, the label needs to connect with our consumers and represent the quality of the wine that's in the bottle. There is the perception that a carefully designed and thought out label can boost our enjoyment of the wine itself. So ensuring that visually our wine labels appeal to the consumer as soon as they lay their eyes on it can play a huge role in how they perceive the quality of the wines. Briar Ridge's winemaking philosophy is all about creating wines that speak of the combination of soil, aspect and the microclimate that our vineyards are situated within, so it's important that our labels represent this. The label also attributes to our consumers being able to make a long lasting, high quality connection with our brand.

Do you label your low and high range varieties the same? If not, what design aspects differentiate them and why?

No, our entry-level range is labelled slightly differently to the limited release, premium and single vineyard ranges. Our entry level varietal range carries our

brand colours and logo with a fun yet clean and classy look and feel to it with our brand Rose featured prominently on the label in a raised red gloss on a white background. For our premium and single vineyard ranges, we lean more toward using a luxury metallic gold finish to the featured typography, and the brand rose features as a smaller motif off to the side with the range name and wine varietal displaying prominently alongside the cursive Briar Ridge logo offering a higher quality look and feel.

Do you change the labels at all? What would determine this?

We stay fairly consistent with our label style and design across all of our ranges, we feel this helps to carry the message of quality and consistency in our wines from vintage to vintage. That being said, with our preservative free, vegan friendly wine the Shiraz Verduzzo, we did make some tweaks to the label and packaging. Traditionally we go with our Briar Ridge red or gold, however we went with a green to exude the natural and organic winemaking practices of this particular wine.

What are the upcoming trends in wine labelling?

Labels are certainly becoming far more visually creative and exciting. There is a bit of a trend with creating fun names for wines too, which is something we started within our entry-level range. We recently named our Moscato The Jezebel, so rather than changing the look and feel visually, we are creating a fun flair through its name for people to connect with. We also saw this as an opportunity to involve our wine club members and set up a competition to name our Off Dry Semillon. We ended up with the name The Limetta, which refers to the sweet lemon characteristics in the wine. We saw this as a huge piece to boost customer engagement and brand loyalty and also give our most loyal and involved customers the opportunity to play a 'hands on role' in the creation of one of the wines they love to enjoy!

LAURETTA



PARKER

Wine Marketer

Tell us about your experience in the wine industry.

I've been in PR and Marketing for 10 years, eventually putting my focus specifically into the wine industry. I started out in the food, wine and publishing division for a Sydney based PR agency, I then lead the marketing team at Brokenwood Wines for 4.5 years, one of Australia's most premium wine brands, and most recently I've been working with Willunga 100 in McLaren Vale, SA who specialise in Grenache.

What role does a wine label play for a brand?

A label's role is twofold. The label is about providing technical information and portraying the essence of the brand. It's a small window of insight into who the brand is. Essentially, if you are not there to pour the wine and share your brand's story, the label should be able to do the talking for you. However, remember to be to-the-point in wine label communication!

Are low and high range wines all labelled in the same approach? If not, what design aspects differentiate them and why?

Labels all have the same basic principles, however low and high range wines are going to attract a different demographic, so they might be labelled differently.

When labelling ranges within one brand, there might be differences but it's important to thread some form of consistency linking the overall brand.

When you're talking about an established, high range brand, the labels

are often quite classic and simple with emphasis placed more on content rather than flashy designs. Often, these brands have been around for so long that making any changes to the original label would do its heritage a disservice.

Comparatively, if a new wine brand is trying to make its mark, they have the freedom to create a label that grabs attention, using colour and interesting design.

Overall, the label should show who the brand is, where it's from and why it's special. You have a small amount of space, make sure every word and image has a purpose.

What are the upcoming trends in wine labelling?

More and more, brands are having fun with their labels. We are seeing colloquial language on the back paired with bold colour and artsy designs. If you're not a 200-year-old winery in France, you shouldn't pretend to be one. Your label should reflect who you are. Wine tasting should be fun, so why not make your label fun too, just ensure it's in line with your brand message and style guide.

Take time and engage professionals to set the parameters of your branding early on, put a lot of thought into the brand essence, key messages, and how to creatively reflect this on your labels.



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HAVE YOUR CAKE & EAT THE PACKAGING TOO

By Lori Mitchell

There's no question that Aussies and Kiwis love dining out. In fact, Aussies spend more on takeaway meals and restaurants (\$95.05 each week) than we do on electricity (\$35.05) or secondary education (\$27.99).¹ On average, Aussies are eating out 2 times a week and spend a shocking \$2.6 billion each year on food delivery from companies like UberEats, Deliveroo and Menulog.²

Our Kiwi mates' love affair is a bit more under control, spending about half as much on restaurant meals per week, however dining out still represents 26% of their total food spend.³

While it's luxurious to treat ourselves regularly, our environment is paying the price - Kiwis send approximately 2.5 million tonnes of waste to landfill⁴, and Aussies approximately 64 million tonnes.⁵

Brands are faced with how to meet the growing consumer demand for convenient and portable food solutions, whilst also meeting the groundswell of pressure to be more environmentally responsible.

This quest for sustainability is seeing a trend of innovative edible packaging gain currency around the world.



JUST EAT THE SACHETS

Ever wonder where all of those sauce sachets that arrive with your UberEats end up? In the UK, Just Eat delivery service has begun to offer edible sauce sachets made by Skipping Rocks Lab. The sachets were available to Just Eat patrons during a six-week trial launched in July 2018.⁶ Following the success of the trial, 10 London restaurants further trialled this product for 8 weeks, which is expected to prevent approximately 40,000 plastic sauce packets from entering homes.

WATER BUBBLES

By 2050, the Ellen MacArthur Foundation predicted there will be more plastic than fish in the oceans. It takes 700 years for a plastic bottle to decompose and about 500 for plastic straws. If reading this makes you concerned, you'll be happy to learn that there we are seeing innovations using plant and seaweed materials to create a sustainable alternative to these products.

Skipping Rocks Lab, a UK based sustainable packaging start-up, created a product called Ooho which is flexible packaging for liquids made from seaweed extracts. The packaging can hold almost any liquid and degrades in a natural environment after 6 weeks, or you can eat it. Their first product, launched in early 2018 was an on-the-go water 'bubble' filled with London tap water.

Ooho designer Pierre Paslier told the Guardian, "At the end of the day you don't have to eat it. But the edible part shows how natural it is. People are really enthusiastic about the fact that you can create a material for packaging matter that is so harmless that you can eat it."

DESIGNED TO DISAPPEAR

The world of straws is also seeing revolutionary innovation happening. Meet Lolistraw, made of a seaweed-based material and designed by Loliware, this straw can be consumed after you finish your drink. (If you don't eat it, it can go in the compost or just dissolve in nature.) This American based company has designed a bright and eclectic collection of edible 'designed to disappear' straws that can have flavours and even nutrients added to them.

Chelsea Briganti, one of the Loliware cofounders told Fast Company, "You can imagine drinking your cold-brewed coffee with a vanilla straw or a caramel straw. We think that will really increase this movement around plastic-free, because we're not telling the consumer, hey, you can't have your straw. We're providing them a solution to the plastic straw crisis while also giving them a fun experience on top of that. It's not about the consumer sacrificing anymore, it's about the consumer having fun and being sustainable at the same time."

SHOP PLASTIC FREE

We are even beginning to see whole supermarket aisles go plastic free around the world. In particular, Ekoplaza, a shop in the Netherlands offers its customers the ability to choose from more than 700 plastic-free products including meat, rice, dairy, chocolate, yogurt, snacks, cereals and fresh fruit and vegetables. The products are instead wrapped in alternative biodegradable packaging.

"There is absolutely no logic in wrapping something as fleeting as food in something as indestructible as plastic," Sian Sutherland, cofounder of A Plastic Planet, told the Guardian. "Plastic food and drink packaging remains useful for a matter of days yet remains a destructive presence on the Earth for centuries afterwards."

This trend has yet to take off in mainstream supermarkets in the UK or around the world, but according to Transparency Market Research, demand for edible packaging could increase on average by 6.9 per cent yearly until 2024.

Will you feed the growing cohort of consumers that want to tread a little lighter on the planet?

“

We're providing a solution to the plastic straw crisis while also giving a fun experience on top of that. It's not about the consumer sacrificing anymore, it's about the consumer having fun and being sustainable at the same time.

- Chelsea Briganti, cofounder, Loliware

”

EAT EVERYTHING ON YOUR PLATE

In a feat to address fast food packaging waste, New Zealand burger chain Better Burger teamed up with Innocent Packaging to create plant-based and compostable packaging for their burgers. The wafer paper packaging made from potato starch and water encouraged their customers to eat everything on their plate, rubbish included. They even went the distance and used edible ink to brand the packaging, adding their logo and a fun design.

"When we started Better Burger, it felt like all I could see was fast food rubbish dumped on the side of the road, on footpaths and in parks. I decided then and there that we weren't going to contribute to the waste problem - we could do better", says Rod Ballenden, General Manager, Better Burger.

"I'd say we are the only fast food chain in all of Australasia with fully plant-based, compostable packaging so none of our front-of-house waste is sitting in landfill for any great period of time."

Since October 2017, Better Burger have saved more than 366,000 plastic items from going to the landfill from its outlets. Ballenden estimates this number will reach one million by 2019.





BIGGEST PRODUCT PACKAGING DESIGN TRENDS

INVESTING IN DESIGN

Investing in good packaging design and package graphics design is critical to brand success.

As a product's first impression, packaging has to fulfil the "three W's of good packaging design":

- What is it? – inform the customer about the product.
- What does it do? – provide some instruction or clue as to the product's functionality.
- What's the value? – why should anyone buy it?

Effective product packaging does more than merely set the stage for a product. The experience of unpacking a product is part of a customer's experience with a brand, much like a company's name and logo.

Packaging design is having its moment. You don't have to look further than the unbelievable number of YouTube channels dedicated to the unboxing of products to see how far packaging has come. You can now spend hours watching someone free a bevy of toys, electronics, or even food and makeup from the bonds of artistic prison.

Whether you're redesigning an existing package or creating something entirely new, here are five 2019 packaging design trends to keep an eye out for.

TRENDS



Custom and Hand-Lettering

Hand-written and custom lettering is another trend seen across media, from websites to book cover design.

The growth of packages using custom lettering reflects company's desires to project a feeling of warmth to their products.

Hand-written text can have a natural look that projects authenticity. It can make products seem handmade or artisanal, which stands out from packaging that adopts a more modern or sparse look and feel.

Custom lettering can make products feel more relatable to consumers. The small imperfections that come with hand-written text are a reminder that there are human beings behind the brand.

Like personalisation, handwritten type can add a personal touch that resonates with customers. Products that use this style can seem to be a better quality than products that use modern type because of that personal touch and handmade feel.

VINTAGE

As technology changes at an ever-increasing rate, many people feel an urge to ground themselves in the familiar and the nostalgic.

Companies aren't just using vintage elements for new products. Many companies released special edition versions of their product packaging using old designs. These designs reminded consumers of the product's longevity and quality and these special editions were often treated like collector's items.

If your product hasn't been around for 100 years, vintage-inspired packaging can help imbue your product with an aura of authenticity and reliability.

Vintage designs tend to be more ornate and visually complex than modern designs, which is another way of differentiating your product from competitors.

Whether you use vintage elements or not comes down to your brand, and if it makes sense to draw a connection between your brand and the past.

Think about your target audience and your product's niche; going backwards may be the best way forward for your packaging design.

PERSONALISATION

Want to create a closer connection between your product and your customers? Personalise your product.

Personalisation was a huge trend for 2018. As automation and custom printing prices continue to drop and become more accessible, it will again be a force in 2019.

Personalised packaging design gives customers an opportunity to become a part of the experience. It can even add value to the packaging itself and be more eco-friendly as customers save and reuse packages that have their name on them.

Beverage giant Coca-Cola ran with this in a big way with their "Share a Coke" campaign. It was difficult to go anywhere without seeing bottles of Coke urging people to "Share a Coke with", and someone's name.

Coke brought the highly successful campaign back to the US in 2017, and added last names to the campaign.

The company offered consumers a chance to order personalised glass bottles and six-packs from their Share a Coke website. Coke continued the campaign into the holiday season, offering festive bottle designs to go with the name of your favourite person.

Here are a few other ways companies have added personalisation: printing the customer's name on the inside flap of a box, or in the case of online orders, adding in a handwritten note using the customer's name.

BOLD COLOURS

What better way to draw attention to yourself than through bold colours? Companies used this approach to cut through the visual noise of competing packages.

Using vibrant colours can help a product stand out on the shelf or an online gallery of product images. It makes products feel dynamic and energized, which could be just the thing your brand needs.

Colours chosen can have a tangible impact on how customers perceive a product and brand.

The Impact of Colour on Marketing study research found that people make a subconscious judgment about products within the first 90 seconds of seeing it. The majority of these people evaluate these products on colour alone: almost 85% of consumers cite colour as the main reason they buy a certain product, and 80% of people believe colour increases brand recognition.

The competition for consumer's eyes and attention gets more intense every year, and 2019 will be no exception.

With increasing online sales, companies have to manage the complexities of creating packaging designs that work across the web, physical stores, printed catalogues, and even billboards and TV.

Keeping these trends in mind to deliver ultimate value to your brand and customers alike.

LIMITED EDITION AND CUSTOM BRANDED PACKAGING

Another trend that is poised to continue is packages in a special edition or limited custom design. This appeals to brands that have a loyal following as it turns packaging into collector's items.

M.A.C. created a very limited edition set of beauty products in partnership with singer Mariah Carey that sold out in 24 hours.

Clothing companies and beauty brands take advantage of special edition campaigns, often tying them to celebrities or other well-known personalities. But you don't have to be M.A.C. cosmetics or Nike to make limited edition packaging work for you.

Nutella took this approach to an extreme in 2017 when they introduced seven million different versions of Nutella's graphic identity, each sold on a single bottle. The company used an algorithm to randomly generate the designs and stamped each jar with its own unique code so it could be authenticated by collectors.

The campaign, which ran in Italy, was a huge success, selling out in just one month.

Sephora turned custom designs into a unique packaging experience with their bold 2017 Mother's Day campaign. The striking designs by artist and illustrator Andreea Robescu were available in 15 countries in over 600 stores.

American beer company Bud Light also introduced special edition packaging with their collectible packs of NFL team cans. This is an excellent example of a company using limited edition packaging to bring excitement to an older brand.

Custom packaging can make the old seem new and unique.

Limited edition packaging can give consumers the sense that they're getting something special that has an added value. The brief availability of many of these packaging campaigns also lends them an exclusive feel.

HELLO HEY TIGER

Cyan Ta'eed, former graphic designer and co-founder of Melbourne-based tech company Envato, was looking for a change of pace after contracting an ulcer that threatened permanent eye damage if she didn't lie in complete darkness for a month. It was in this month of complete disconnect from work and everyday life that ethical chocolate brand Hey Tiger was born.

We hear from Hey Tiger on how this chocolate brand got off to a flying start.

WE LOVE THE BOLD AND BRIGHT PATTERNS ON YOUR PACKAGING, TELL US HOW THIS CAME TO BE.

Our Brand Director, Mirte van der Lugt, created a wide range of packaging designs that would translate the dreams of our Founder, Cyan Ta'eed. A bold brand that would truly stand out of the crowd. Mirte, originally from the Netherlands and now based in Australia, got her inspiration from the colours and prints that are seen in European fashion trends. A few years ago minimal, monochrome looks ruled the streets, whereas now we are seeing vibrant prints, bold pinks and neon greens in bags, shoes and apparel.

Aside from fashion trends, Mirte looked at how popular Instagram brands connect with their audience. Chocolate seemed kind of stuck in a traditional way of communicating and we wanted to flip that tradition to create a chocolate brand that would communicate like a lifestyle brand and inspire the same brand loyalty.

Hey Tiger is a brand that you WANT first, then once you taste it... DROOL and when you learn about our ethical story - you keep coming back for more. In short, Hey Tiger is a 'book' you can actually judge by its cover. It's a brand that looks good, tastes good and does good in the world.

To match our brand and bold design, we chose premium packaging grade Barry Bleach Board. This stock not only looks and feels luxurious, it's also the most adaptable and food safe option. We added a soft touch laminate to the outer which gives it a velvety texture. People love the smooth and hand feel of the packaging and for a brand that is as experiential as Hey Tiger, that is such a delight for us to see.

HOW HAS YOUR PACKAGING BEEN RECEIVED SO FAR?

We only launched in March 2018 so we don't have any stats around the ROI or effectiveness of our packaging. However, our goal was to position Hey Tiger, a chocolate brand, as a luxury brand - and we like to think we're achieving that.

We took Emily Weiss', founder of cosmetics company Glossier, statement that she wanted to create a brand that someone would want to wear on their t-shirt, and decided to push Hey Tiger as far as we could as a brand. Every touch point of Hey Tiger had to say that it was different and it was aspirational. So getting our packaging right was pivotal. When people receive a Hey Tiger delivery it is a multi-sensory experience. We're told it draws in a crowd and people take time to experience it. That's exactly the effect we were going for, but it takes an investment in all of your packaging and printed materials.

HEY TIGER WAS LAUNCHED ABOUT A YEAR AGO AND IT'S GROWN TO A 5-6 FIGURE MONTHLY REVENUE, WHAT DO YOU THINK CAN BE ATTRIBUTED TO THIS SUCCESS?

We knew the product itself was compelling - we set out to be the best chocolate in Australia and we believe we are well on our way to achieving this. However, the brand needed to tell this story. It needed to shout that we are different from other chocolate brands.

We're also a social enterprise that funds cocoa farming community development in West Africa (we're owned by a charitable trust and our founder doesn't take a salary), so that difference is right down to the core of us as an organisation.

It always felt like a gamble to create such a strong and targeted brand, but it's paid off. In our first year we've had viral growth on social media and been in most Australian publications. 2018 was really diving in to see if we could make Hey Tiger a working social enterprise. We now have the evidence Hey Tiger resonates with customers and we have the beginnings of a cult-like following. 2019 is about building on that foundation and really making impact.



OVER THE NEXT PAGES, WE'LL BE GIVING YOU RESEARCH, INFORMATION AND INSIGHT INTO THE 5 KEY MEDIUMS COVERED BY VOPP. EACH ONE HAS THEIR INDIVIDUAL STRENGTHS AND ADVANTAGES, HOWEVER USED IN COMBINATION WITH EACH OTHER, CAN OFFER A POWERFUL SOLUTION TO ANY MARKETING CHALLENGE.

KNOWLEDGE

DIRECT MAIL

With an ROI of up to 40%, direct mail is still one of the most effective marketing channels.

MAGAZINES

One of modern marketing's true success stories, customer publishing has swelled to a \$16bn global industry thanks to the huge levels of engagement it offers brands.

LABELS

A growing sector to communicate strong brand values such as environmental sustainability, storytelling and more to consumers.

CATALOGUES

One of the oldest forms of marketing, catalogues are still a highly effective sales driver with the weekly highest reach across all media channels.

PRINT MARKETING

Providing the perfect platform for creativity and innovation, print marketing remains a strong part of the marketing mix.

PRINT



COCA-COLA

Superbowl advertising humour can be glitzy and downright cheesy, however this was not the case for Coca-Cola's 2018 ad. A space traditionally dominated by television advertisements, Coca-Cola took a different approach and launched its campaign in print.

Coca-Cola's inclusion into the 2018 Superbowl was aimed to tackle serious and diverse issues of equality in America's political climate.

The brand teamed up with agency Wieden + Kennedy Portland to share a powerful poem, 'The Wonder of Us'. The poem debuted on the back of the Sunday arts section of the New York Times. Each line of the poem was handwritten by a different person to align with their broader marketing campaign, A Coke for Everyone.

The print ad was a soft launch into their Superbowl campaign which led to an advert during the Superbowl, screened in Times Square and the brand's social media channels. The campaign generated conversation achieving more than 2.5 billion total impressions and over 500 press stories.

79%

OF NEW ZEALANDERS AGED 14+ NOW READ OR ACCESS NEWSPAPERS IN AN AVERAGE 7 DAY PERIOD VIA PRINT OR ONLINE

ROY MORGAN, 2019

1 SWITCH OFF

66% of Australians and 68% of New Zealanders agreed that it's important to "switch off" and enjoy printed books and magazines (Toluna, 2017).

2 TRUST

Print holds a sense of legitimacy. The fear of spam, viruses and privacy invasion is enough to make people wary of clicking. There is no imminent danger in picking up a printed brochure.

3 LUXURIOUS

Luxury brands use print to get that exclusive look and feel. Finishes from foiling to spot UV can add a luxurious touch to marketing campaigns.

4 ENJOYABLE

67% of Australians and 72% of New Zealanders agreed reading a printed magazine is more enjoyable than reading one on an electronic device (Toluna, 2017).

5 HAND IN HAND

Print and digital work together and deliver optimal marketing results. Research consistently shows significant jumps in ROI when print and digital marketing tools are adopted across one campaign.

6 CREATIVE

A lot of brands take advantage of the creative potential of print marketing with many using innovations such as lenticular inks, holograms and scented paper.

7 TOTAL RECALL

When companies want to leave a memory in their customers' minds, print is the strongest performer. People remember what they feel and see more than what they just hear.

7 REASONS

1 ACCESSIBILITY

The advantages of print catalogues are their ease of use, level of trust and accessibility. They are portable, aspirational and designed to be picked up repeatedly.

2 INFORMATION-PACKED

The catalogue is a lightweight and readily available source of information, with most questions answered within its pages. Price, look, colour, size, quality and performance can all be communicated quickly.

3 EFFECTIVENESS

Working alongside direct mail, online and digital media, the catalogue's ability to have its results measured quickly and accurately is a significant advantage for the marketer.

4 BUILDING THE BRAND

Catalogues offer the brand a significant amount of time with their customers, strengthening the relationship and building the brand.

5 TARGETING OPPORTUNITY

Since the main distribution method for catalogues is post, targeting is a key element to ensure you are reaching the right prospect. Whatever demographic you are after, you can reach them.

6 SEDUCTION TECHNIQUE

For high-end products, a catalogue offers an opportunity to draw the customer into the brand's world, giving them an experience that goes way beyond the shop window.

7 BRAND LOYALTY

A well-produced catalogue that stays true to the brand will foster large amounts of brand loyalty, with the customer satisfied that they are worth the effort and cost involved in its production.

CATALOGUE



BIG W

Big W wanted to entice new customers in store, increase value perceptions and to get people talking about that brand positively through showcasing on-trend home solutions.

To do this, the brand revamped their traditional tactical 'price and product' style catalogues to feature inspirational and affordable styling whilst remaining real and accessible to the price conscious consumer.

And it worked. The brand reported a combined sales uplift across all featured home categories of 4.5% on previous years, while happy customers boasted about their newest purchases across social media.

70% OF PEOPLE SAY PRINTED CATALOGUES INSPIRE THEM WITH MORE IDEAS THAN BROWSING AN E-COMMERCE SITE.

ISOBAR, 2018

DIRECT MAIL



DAVID JONES

Every year, David Jones go above and beyond to produce the perfect Christmas catalogue.

The brand wanted to showcase a curated look of all the possibilities of a beautiful David Jones Christmas while also positioning the brand as a premium destination for Christmas gifting.

Accompanying stunning imagery and quality design, the catalogue is heavily anticipated every year with customers asking when the catalogue will land in their mailbox. The campaign proved to be extremely effective in 2017 with sales up by 6% YOY over this period.

84% OF MILLENNIALS TAKE THE TIME TO LOOK THROUGH THEIR MAIL.

USPS MAIL MOVEMENTS, 2018

7 REASONS

1 INTEGRATION

Adding direct mail to an integrated campaign can raise the campaign's effectiveness by up to 62% (BrandScience), while bridging technologies such as QR codes and augmented reality make it simple for consumers to go from print to digital.

2 SENSORY EXPERIENCE

The physicality of a mailing adds another dimension to the brand experience. Using your customers' senses, you can stimulate and entertain.

3 THE MAIL MOMENT

Direct mail enters an individual's home and is consumed on a one-to-one basis. This gives you much more time with your customer, time you can use to engage them in a relaxed environment.

4 PRECISION TARGETING

Direct marketing works best when it's made relevant for the recipient, with tailor-made content appealing directly to the consumer. Digital printing technology can make this personalisation even easier.

5 GET CREATIVE

Direct mail is unique in that mailings can be produced in a wide variety of formats, using different shapes, sizes, colours and materials to create a surprising and memorable brand experience that will stay in the home for weeks and even months.

6 MAKE PEOPLE ACT

Direct mail is the most likely form of communication to get a response with the cost of every response measured with accuracy. As it's a tangible object, DM is also likely to hang around.

7 EFFECTIVENESS

Reports have demonstrated the enduring effectiveness of direct mail, with 48% of UK adults having done something in the last 12 months as a result of mailing and 30% having bought something (Royal Mail).

7 REASONS

1 IT'S SMART

Packaging can incorporate smart technology like electronic chips or QR codes to reduce waste, attract new customers or fight fraud.

2 SELLING POINT

52% of consumers say their purchase decisions are partly dependent on packaging. Attract new customers with bold, bright patterns or fun, engaging packaging.

3 SUSTAINABLE

Packaging is a great way to show a brand's commitment to sustainability. In fact, sustainable packaging has seen a 26% growth from 2013 to 2017.

4 EFFECTIVELY COMMUNICATES

Packaging can assist in offering relevant product information and a memorable and shareable brand experience. Done well, packaging can reinforce a brand, offer a point of difference and influence point of sale purchasing.

5 IT ENGAGES

Packaging is a great way to extend a conversation with consumers beyond the point of purchase. Using technology like augmented reality can offer your customer more information such as recipes or safety features, keeping your brand top of mind.

6 APPEALS TO MILLENNIALS

Packaging can provide continued and free advertising in the current selfie epidemic. If a consumer is pleased with an experience, it can be shared to millions via a single click.

7 CUSTOMISE IT

In today's marketing landscape, consumers expect a personal touch, and respond well to it. The more a brand knows about their customers, the greater the chance of influence and making customers feel a part of an elite experience.

LABELS



TREASURY WINE ESTATES

Treasury Wine Estates wanted their young wine brand 19 Crimes to stand out in an increasingly crowded wine aisle and capture the attention of new customers.

To do this, Treasury Wine Estates added an experimental element to the wine buying and consumption experience via augmented reality (AR). The first installation of AR was used for their 19 Crimes label featuring photos of convicts. Consumers were encouraged to download the app, hover their phone over the five variations of labels to hear each convict tell their tumultuous story - with some convicts sharing multiple tales of their past

The results proved the strategy a success. The brand saw:

- 153M impressions
- Over 1.2M downloads
- 101% YOY sales increase
- 412% increase in engagement on social media.

From this success, Treasury Wine Estates extended the same innovation across four additional labels.

68% OF PEOPLE SAY PRODUCTS THAT COME IN PAPER-BASED PRODUCT PACKAGING FEEL MORE PREMIUM
ISOBAR, 2018

BRANDZINE



QUEEN VICTORIA BUILDING

Queen Victoria Building (QVB) wanted to draw attention to in-centre events, demonstrate breadth of retail choice and inspire readers.

The brandzine inspired Christmas Gift Guide was segmented to appeal to different ages, life stages, interests and budgets. With creative design, the brand showcased more than 400 products from more than 130 retailers within the centre. The publication even integrated intricate QVB detailing with the cover and hero shots featuring the heritage floor tiling design.

The campaign was a resounding success achieving a sales increase of more than 5% and in-store traffic increased by 3.4% on the previous year.

12.6M NEARLY 12.6 MILLION AUSTRALIANS READ PRINT MAGAZINES
ROY MORGAN, 2019

7 REASONS

1 LOYALTY

One of the most common reasons for launching a customer magazine is increasing loyalty, with a brand achieving regular and reliable time with its customers.

2 COMPLEX CONTENT

Print works fantastically well at getting across complex content or marketing messages. So if you need to explain something in detail, a customer magazine is likely to be the best option.

3 ENTERTAINMENT

A magazine builds your customer's faith in your brand by offering great content at little or no cost. Entertain them and you'll have their attention all to yourself.

4 SUBSTANCE

There's nothing to beat the feel of a magazine. Taken with its portability, ease of use and sense of glamour, it offers the reader control and entertainment in one neat package.

5 TARGETING POWER

Since a customer magazine is so versatile with its content, it can target any number or group of people, from specialist interest to mass market.

6 ENGAGEMENT

Magazines are the most effective medium when it comes to engaging your customer, entertaining and informing them while delivering your brand messages.

7 EFFECTIVENESS

When it comes to results, customer magazines are among the best. Print offers a vital guarantee of measureability, with brand awareness, sales tracking ROI calculated within days of the magazine's release.

JESSICA DAVEY

JESSICA DAVEY, CMO, MCCANN ON LATEST TRENDS IN PACKAGING.

Tell us about your role at McCann

At McCann Worldgroup, we bring a wide range of disciplines together to help our clients solve business challenges with creativity. As CMO, my role is to help construct the optimal combination of talent, skills, geographic range and capabilities to partner with the client effectively. We are seeing a lot of forces moving across the marketing industry at the moment. Things like increased pressure on ROI, a significantly wider scope of channels and skills to master, an increasingly more activist, choosy and informed consumer and the increasing importance of brand authenticity and mission.

Packaging is becoming a strong focus from an environmental perspective, however it has always been intrinsically linked to brand positioning within store – whether point of sale or packaging – it has the ability to establish a connection with a brand's essence and frame a product's meaning or purpose. To that end, how important a role does packaging design play for brands?

Packaging is increasingly being recognised as a great touchpoint for products to tell a story. Consumers are more aware than ever and the story on the pack is becoming more and more important as the sale-closer. To that end, a sustainability story can be enough to drive preference at the shelf, especially in low consideration categories.

I think we are seeing brands consciously embrace a storytelling approach to their product story on-pack, rather than just tell the ingredients or efficacy story. Instead, they now often talk to the philosophy of the brand or the social mission of the company. This is a reflection of this new generation of consumers who are looking for brands that align with their values. This makes packaging more important than ever as a portal to the brand.

Do you have any great examples of brands using packaging to foster engagement beyond point of purchase?

One of my favourite recent examples is from Japan. A new beauty sunscreen has been launched with the packaging printed in reverse, enabling people to more effectively pose with it in their selfies. Another one I am very proud of from McCann Australia was a “lick test” attached to Friskies cat food packaging that essentially turned a mobile phone into taste tester for people's cats.

A product pack often sits in a house for weeks, long after a 15 second commercial or an Instagram post has come and gone. Using packaging to build ongoing brand engagement post-purchase should be a priority in any marketing plan.



What trends are you seeing brands take on in the packaging space?

Well obviously the sustainability push is big and will eventually become table stakes for packaging. I think, especially in FMCG, people are playing a lot more with different shapes and textures. Savvy marketers are now working out that while shelf-ready packaging is important, the role of the pack extends far beyond its life on the shelf. Breaking the traditional category moulds is a great way to steal a disproportionate share of attention and we are seeing challenger brands take the lead on this. We are also seeing a lot of sizing innovations, demonstrating an understanding of the shift in demographics to serve the upswing in single living and reduced storage space.

Tell us your top tips for marketers in this space

Portfolio navigation: if you have a suite of products, help people work out what each does, what the journey is and how they relate. When this is done effectively, you can keep a consumer for life as they migrate through the product range.

“ If you can find a smart, insight-based place to put your product or message, you will win every time because you are driving relevancy. ”

Also, I am always a huge fan of occasion based marketing: if you can find a smart, insight-based place to put your product or message, you will win every time because you are driving relevancy. Don't always assume the way you internally define your brand is the way consumers use it or understand it.

Lastly, everything matters. Everything. I am always astonished when packaging and point-of-sale are put at the end of the deliverables list. Colour, shape, words, imagery – everything matters. Put in that extra 5% effort everytime, you would be astonished at what consumers pick up, even if it is unconscious.

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