

“ANALYSIS OF CREATIVE PACKAGING AS A MARKETING TOOL”

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ABSTRACT: Marketing is the action or business of promoting and selling products or services, including market research and advertising. The definition of marketing tools are product development and promotional strategies and actions that a company uses to develop and promote its products or services. The increasing internationalisation and globalisation of business has forced many firms to reconsider what contributes to their competitive advantage. Despite the importance of packaging it is rather anonymous and has received little or marginal research. Design is a potent strategic tool that companies can use to gain a sustainable competitive advantage. Yet most companies neglect design as a strategy tool. What they don't realize is that good design can enhance products, environment, communications, and corporate identity.

The purpose of this paper is to study how packaging can contribute to competitive advantage.

Key Words: Marketing strategy, Packaging, Supply chain management

I. INTRODUCTION

The Marketing is the action or business of promoting and selling products or services, including market research and advertising. The definition of **marketing tools** are product development and promotional strategies and actions that a company uses to develop and promote its products or services. The wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote and otherwise make the product marketable and keep it clean . Packaging is more than just your product's pretty face.Despite the importance of packaging it is rather anonymous and has received little or marginal

research. The purpose of this paper is to study how packaging can contribute to competitive advantage. Packaging is a vital tool in the marketing mix, too often ignored by companies, but twice as much is annually spent on this as on above-the-line advertising and promotions. Packaging has two functions: to protect and contain the product; and as an interface to sell the product to the end-user. Product branding on packaging also represents the company distributing the product. Good packaging requires research of target markets, retail

environment and external environment including social change and technological developments. Consumers buy by image and perception of value. Packaging colour and the way it can affect sales by consumers' subconscious colour associations are examined. Major packaging suppliers monitor consumer trends and technological advancements, aware that packaging is “the silent salesman”.

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II. DESIGN/ APPROACH

Aspects of the packing industry and market are reviewed. Promotional items, such as brochures, business cards, press kits, websites, informational videos and merchandise, are tangible marketing tools. Some of these items include large amounts of detailed information and highlight attributes of the product or service; business cards and trade show giveaways may display only a company logo and provide contact information.

III. FINDINGS

Structural changes within the European food industry are reinforcing a need for competitiveness where packaging can make the difference for many consumer products. The findings from the case studies

and the literature review underscore the importance of packaging and packaging design for fulfilling multi-functions in relation to logistics and marketing in the supply chain from filler to end consumer. New demands due to changes in consumption patterns and habits are requiring innovative packaging solutions in retail outlets.

A. *How to Design Creative Packaging That Makes an Impact*

All startups want to achieve the instantly recognizable status of Apple and Tiffany & Co., and that type of brand power starts with a product's packaging. How can you make your packaging stand out from the competition?

Know your demographic. Stark white and robin's-egg blue won't work for every brand. Consider Lowe's Home Improvement and Home Depot. Their rugged brands speak for themselves with distinctive, masculine colors. Don't be afraid to go bold.

Make cheap packaging look chic and personalized. Good packaging doesn't have to be expensive. Stephanieverafter, an online hair accessory boutique, packages its bows on simple cards in muted colors with stylish typography. It's an inexpensive solution that gives each item a high-end feel.

Make the package part of the experience. Part of the reason it's so fun to unbox a new Apple product is that its packaging reflects the sleek, user-friendly experience of the product inside. One startup that's mastered this is Back to the Roots, which produces kits to get kids and parents interested in growing their own food. Its mushroom kit's kid-friendly packaging is designed to jump off the shelf and convey the fun, hands-on experience the brand provides.

Consider eco-friendly options. Packaging that's recyclable or reusable is always a reason for a consumer to choose your brand over your competitor's. In fact, 52 percent of people around the world make purchase decisions partially due to packaging that shows a brand making a positive social and environmental impact. Puma has made great strides with its eco-friendly packaging that doubles as a reusable walking billboard for its brand. There are plenty of creative ways to go easy on the earth and differentiate your brand in the process.

B. *Practical implications*

The main implications for management is to understand and take advantage of packaging as a strategic weapon and marketing tool for the entire business, especially within a highly competitive food industry. This is important in every stage of the supply chain either for the transport packaging or as a consumer package in the supermarket.

IV. CONCLUSION

HR The package attributes such as size, shape, and volume are important issues from the logistics point of view. The companies' task here is to create the package design which will meet the logistics

requirements and which will attract consumers at the point of purchase. The packaging design elements have different impacts on the consumer. Some of them catch the consumer attention; some of them stay ignored. However, the findings show that different designs attract with different elements. The consumer perception and attraction varies a lot. People perceive and evaluate package and its design in different ways: where one likes the image and color, another would not even pay attention to it. It also provided information about consumer perception on different design packages and attraction by different packaging design elements.

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