

FOOD & BEVERAGE

BRANDING & PACKAGING WORKSHOP

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Mudge.

HELLO I'M...

Kelly Mudge Criswell

20+ years in food & bev
branding & packaging.

FOUNDER OF...

Mudge.

A comprehensive branding
agency for CPG food & bev.

BRANDS I'VE WORKED WITH...



TODAY WE'LL TALK ABOUT:

- 1. BRAND FOUNDATIONS**
- 2. BRAND & PACKAGING DESIGN**
- 3. BRINGING YOUR BRAND TO LIFE**

1

BRAND FOUNDATIONS

WHAT IS A BRAND?



WHY DOES BRAND MATTER?

**“95% of our purchasing decisions
are made in the subconscious mind”**

- Harvard School Professor Gerald Zaltman

Studies have shown that the positive associations we have with a brand's history, logo, color, design, voice, content and ads create an ***inescapable emotional impression*** that outweighs the importance of the attributes of the product.

RESEARCH COMPETITIVE AUDIT

AUDIT OVERVIEW

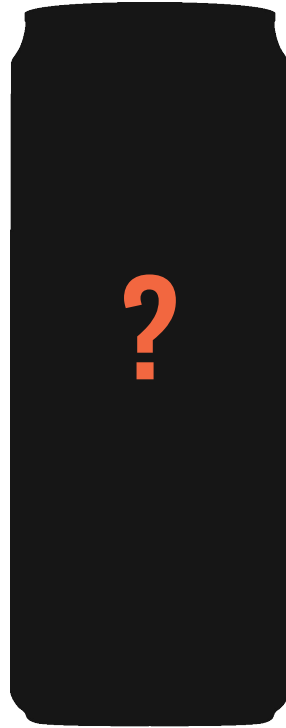
An audit provides valuable insights into your competitors positioning, messaging, and visual identity, so you can identify white spaces in the market and craft a distinctive brand that stands out and resonates effectively with your target audience.

- Visit retail stores, take pictures.
- Google your category and target retailers.
- Visit competitors websites and social.
- Document your findings visually to analyze trends and white space.

EXAMPLE BRAND: Sparkling Superfruit Beverage

What we know:

- Tastes like sparkling juice
- Packed with vitamins & minerals
- Low calorie



PACKAGING OVERVIEW









Sparkling fruit juice soda alts

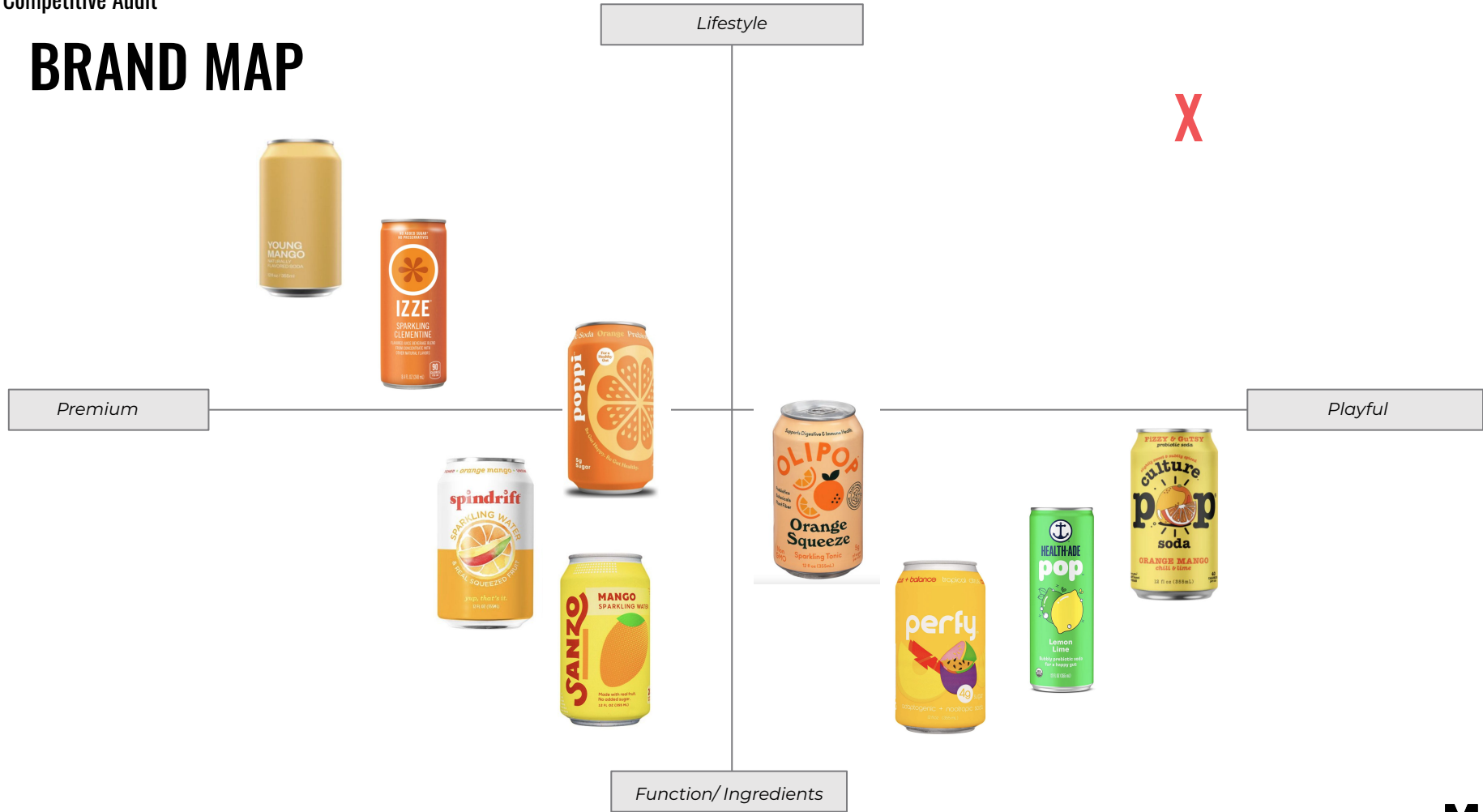
Functional / healthy soda alts

Macro Trend: Focus on flavor cues

MESSAGING OVERVIEW

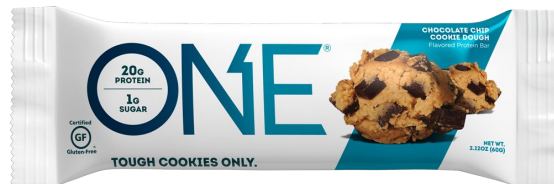
BRANDS						
TAGLINE	<p>Fizzing Fruit Juice? Fizzing Awesome!</p> <p>Hello Juice, Meet Fizz.</p>	<p>Real fruit. Really.</p>	<p>A New Kind of Soda.</p>	<p>Your New BFF</p>	<p>Taste the Feel-Good</p>	<p>Soda you can feel good about</p>
BRAND VOICE	<p>Playful, a little irreverent</p>	<p>Honest, transparent, trustworthy</p>	<p>Confident, modern</p>	<p>Friendly, cheeky, conversational</p>	<p>Hip, savvy, smart</p>	<p>Conversational, fresh</p>
POSITION	<p>Fizzing fruit juice—bold flavors, 70% juice</p>	<p>America's first sparkling water made with real squeezed juice.</p>	<p>Healthy Meets Delicious.</p>	<p>Bubbles with Benefits (prebiotic soda)</p>	<p>A functional soda alternative with prebiotics for a happy gut</p>	<p>Tasty (healthier) twists on familiar flavors</p>
LOOK & FEEL	<p>Premium, clean, bold packaging, playful marketing</p>	<p>Natural, handcrafted, flavor forward</p>	<p>Clean, modern nostalgia, hip</p>	<p>Bright, fresh, bold, unconventional, simple</p>	<p>Fun, simple, colorful</p>	<p>Clean, but energetic and fresh</p>

BRAND MAP



PACKAGING TRENDS

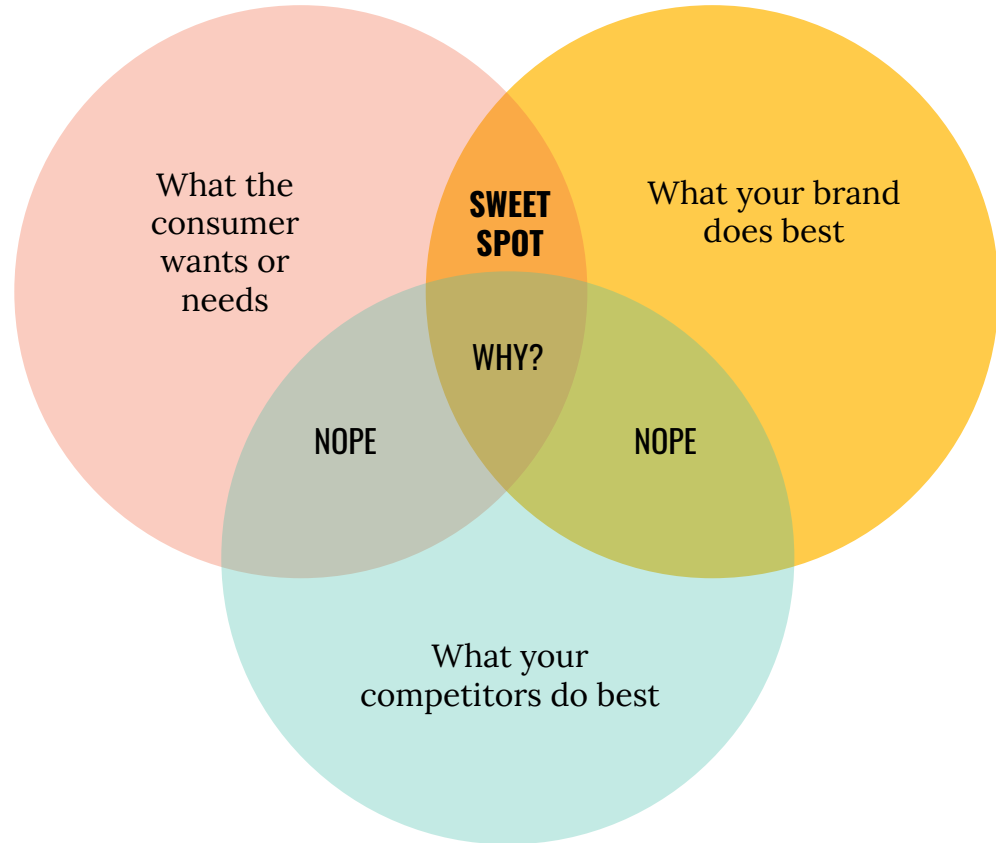
White + color block with prominent flavor cue photography



BRAND POSITIONING

WHAT IS BRAND POSITIONING?

Figuring out where your brand fits in the market so it differentiates from the competition and resonates with target consumers.



WHAT'S YOUR REASON FOR BEING?

- Why does your brand exist?
- What problem are you solving for the consumer?
- Who is the consumer? Be specific.
- How does your brand solve the problem?
- Is the solution immediately evident to the consumer?
- Does anyone else solve the same problem for the same consumer? Who? How are you different?
- Based on the answers above, do you have a unique, consumer-centric reason for being in the market?

WHAT ARE YOUR DIFFERENTIATORS?

FEATURES

Attributes or characteristics of your product.
For example:

- Gluten-free
- Electrolytes
- Vegan
- Packaged for on-the-go
- Affordable

BENEFITS

How those features make your consumer feel.
For example:

- My celiac partner can eat this too
- Will help me hydrate after a run
- Fits in my lifestyle
- Easy to eat on the way to work in my car
- Helps me save money for things I love

DIFFERENTIATORS

Choose the top 3 that are different from what your competitors offer, focus on those in your positioning and communication.

TARGET AUDIENCE

Who would benefit MOST from your product? Focus on them, and think deeply about who they are, what they want and need.

DEMOGRAPHICS

- Age
- Gender
- Location
- Nationality
- Marital Status
- Occupation
- Income
- Education

PSYCHOGRAPHICS

- Values
- Motivations
- Goals
- Frustrations or pain points
- Interests & hobbies
- What they watch and read
- How they use technology
- Preferred Brands

BRAND ESSENCE

1-2 words that sum up your brand.

WALT DISNEY

Magical

Coca-Cola

Happiness

VOLVO

Safety

BRAND POSITIONING 1-PAGER

EXAMPLE BRAND

*Sparkling Superfruit
Beverage*

BRAND ESSENCE

Feelin' good

POSITIONING STATEMENT

For gen Z'ers who have given up diet soda but think sparkling water and probiotic sodas taste bland, our brand is the sparkling superfruit beverage that feels great to drink because only our brand has bold, delicious flavor, functional benefits, and low calories which makes them feel empowered and in control.

VALUES

Community, Transparency, Vulnerability, Optimism

PERSONALITY

Unconventional, Fun, Relatable, Positive, Confident

DIFFERENTIATORS

Full flavor + low calorie + full of functional ingredients

EMOTIONAL PAYOFF

Satisfied and empowered

TARGET CONSUMER

Active gen Z'er, low-middle income, living in a metropolitan area. Interested in health, extremely image conscious.

CONSUMER NEED STATE

Wants to have fun and experience life fully, without damaging their body or doing harm. Cares deeply about their community and the world.

BRAND NAMING

- Does it emotionally connect?
- Is it memorable?
- Is it easy to pronounce & spell?
- Does it allow room for growth?
- Can you trademark it?
- Have you Googled it?



BRAND IN ACTION

Brands with a differentiated positioning communicate a unique message to the consumer.



YES, YOU NEED BRAND POSITIONING

Without it, you cannot differentiate your product in the minds of consumers.

Why your brand and not a competitor?

Brands need a unique and compelling identity that resonates with your target audience enough to inspire purchase and ultimately, loyalty.

Do not start design without doing this work first!

2

BRAND & PACKAGING DESIGN

PACKAGING STRATEGY

Packaging
is your #1
marketing tool



PACKAGING SHOULD

- Visually communicate the brand positioning.
- Immediately and intuitively differentiate the brand.
- Communicate what it is and does quickly.
- Create an emotional connection with the target consumer.
- Guide consumer purchase decisions in 7 seconds (or less).



PACKAGING IN RETAIL

From across the store...

Packaging can help identify the category.

In the aisle...

Packaging should differentiate from the competition and create a brand block—a consistent dynamic element that unifies the brand from a distance.

At the shelf...

Packaging should convey the essence of the brand and inspire the consumer to turn the package around to learn more.



PACKAGING IN ECOMM

Packaging should communicate the differentiator- at even the smallest size.

Packaging should create a brand block on the digital shelf.

Packaging should provoke curiosity so the shopper clicks to learn more.



Sponsored ⓘ

Magic Spoon Cereal, Variety 8-Pack Single Serve Cups - Keto, Gluten & Grain Free, Low Carb, High Protein,...

1 Ounce (Pack of 8)

★★★★☆ ~ 9,420

\$28⁴⁹ (\$1.02/Ounce)

\$25.64 with Subscribe & Save discount

Save 5% on 2 select item(s)

✓prime Get it as soon as **Sat, Jul 9**

FREE Shipping by Amazon

Small Business ▾



Sponsored ⓘ

Seven Sundays Grain Free Cereal - Real Berry - 8 Oz Bag - Gluten and Grain Free, Paleo, Keto Friendly, No...

8 Ounce

★★★★☆ ~ 458

\$8⁹⁹ (\$1.12/Ounce)

Save more with Subscribe & Save

✓prime Get it as soon as **Sat, Jul 9**

FREE Shipping on orders over \$25 shipped by Amazon

Small Business ▾

ELEMENTS OF A PACKAGE

LOGOS SHOULD

- Communicate the brand essence
- Be simple
- Be legible
- Be scalable and flexible
 - (b/w, on and off pack, social, billboard, etc)
- Be memorable & differentiated

Coca-Cola **Chobani**

Wordmark / Logotype



Icon



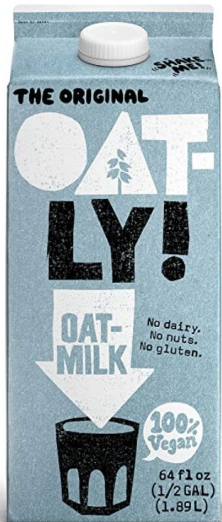
Monogram

PRIMARY DISPLAY PANEL (PDP)

- Or Front of Pack (FOP)



SIDES & BACK



Marketing copy, brand story

Nutrition Facts Panel (NFP) or NLEA

Ingredients, Allergens

Manufacturer info

Best by, usage, prep instructions, etc

Additional claims, certifications

UPC code



Sides: marketing/ romance copy



DUAL PDPS



PACKAGING STRUCTURE

When starting out, stock packaging is fine!
Invest in the brand and design rather than
specialty or custom packaging.

But do try for environmentally friendly
options when possible.



COMMUNICATION HIERARCHY

COMMUNICATION HIERARCHY

- Organization of elements to guide the consumer through the communication in it's order of importance.
- Achieved through color, size, prominence, position.
- Keep it simple!



VS



COMMUNICATION HIERARCHY



1. Brand
2. Appetite Appeal
3. Primary Claim
4. Statement of Identity
5. Count

COMMUNICATION HIERARCHY



1. Product Name
2. Flavor + SOI
3. Claims
4. Brand
5. Tagline

BUT...WHICH CLAIMS DO I CHOOSE???

- Be ruthless & keep it simple!
- Pick 1-3 that resonate most with your target.
- Consumer benefit over trends
- Certifications, yay or nay?
- The more you say the less they hear!



VS



SCALING ACROSS A GROWING PORTFOLIO

Is the design hierarchy and layout flexible enough to accommodate sub brands, different formats, pack sizes and counts, categories?



DIFFERENTIATION

BRAND BLOCKING

- Create a “shelf block” with a consistent element (logo, photography, etc) ties multiple SKUs together visually.
- Own a color or a distinctive palette?
- Flavor colors should be intuitive and not confusing.



BREAK CATEGORY CONVENTIONS

- Consider color, design, style, communication, personality
- Illustration vs Photography?
- Patterns, Texture?
- Layout?
- Billboarding?



WATCH OUTS

Always think of your target consumer's experience.

Don't confuse them with misleading colors, names, flavors, or imagery.

Don't overload them with too much information.

Don't ignore their feelings and preferences.



3

BRINGING YOUR BRAND TO LIFE

HOW DO YOU KNOW WHEN IT'S TIME TO REBRAND?

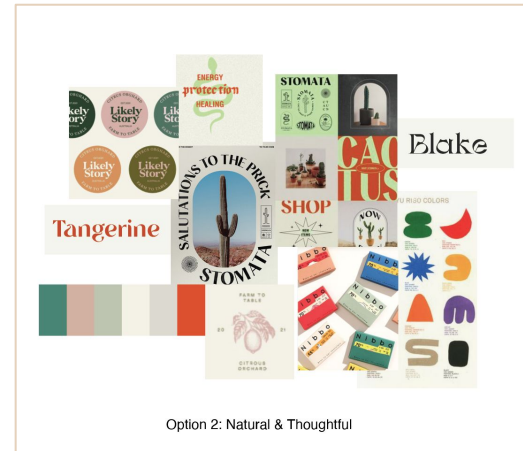
1. Your packaging is more than 5 years old
2. Your category is changing and you no longer stand out
3. Your packaging is confusing or there are shopability issues
4. Your *consumers* are telling you
 - a. Through feedback (social, research)
 - b. Or through sales
5. Your *customer* is telling you
 - a. Suboptimal shelf space, placement and support
6. Do an audit and find out!

BEFORE YOU START:

- **Mood Boards & Design Brief**
 - Gather color palettes, font styles, design styles, even other brand's packaging that *feels like your brand*.
 - Note the specific reasons you like the references. Is it a design element, a feeling or an association?
 - Provide a design brief with your strategy, communication hierarchy and visual reference.



Option 1: Bold, Positive, Intentional



Option 2: Natural & Thoughtful

ASSESSING THE DESIGN

QUESTIONS TO ASK

DOES THE DESIGN...

1. Visually communicate the brand positioning?

Review with your strategy docs. Design is subjective, so base your feedback on the strategy.

(Be specific and show reference!)



DOES THE DESIGN...

2. Differentiate from competition?

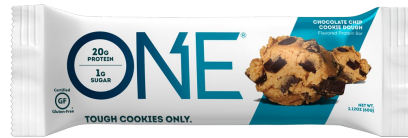
View it in a shelf set.



DOES THE DESIGN...

2. Differentiate from competition?

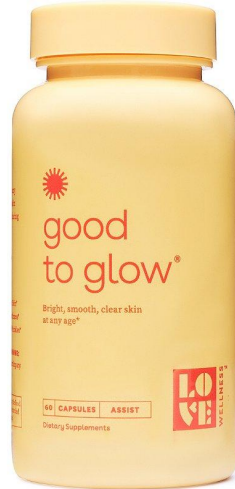
Try a logo swap.



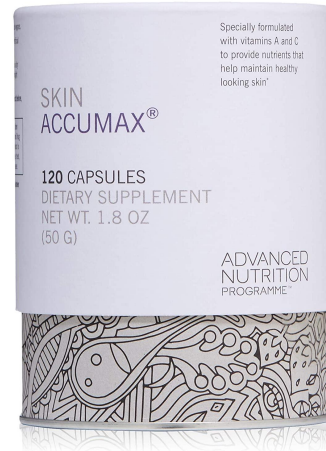
DOES THE DESIGN...

3. Communicate what it is and does quickly?

Taste appeal? Function? Flavor?



VS



DOES THE DESIGN...

4. Resonate with your target?

Ask-through informal or formal research.

(But don't get distracted by too many opinions!)



LET'S TALK REBRANDS

CATEGORY DISRUPTING REBRAND



Before



After

CONVERSATION-CHANGING REBRAND

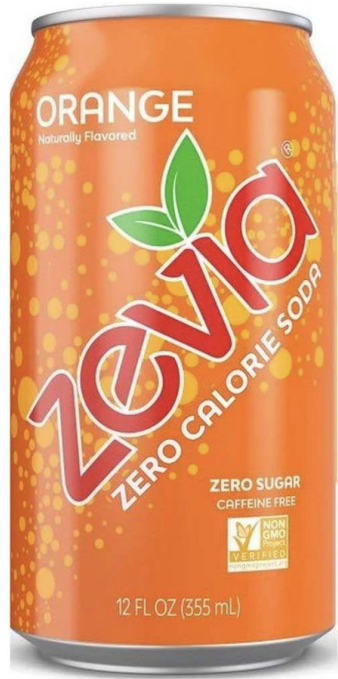


Before



After

MODERNIZED BUT NOT DISTINCTIVE REBRAND



Before



After

LESS SUCCESSFUL REBRAND



Before



After

UN SUCCESSFUL REBRAND

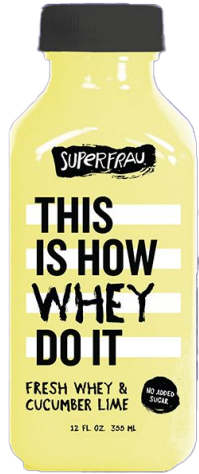


Before



After

REBRAND JOURNEY



Before



Rebrand 1



Rebrand 2

Understand the landscape.

Position your brand strategically.

Bring it to life with packaging design that connects & disrupts.

QUESTIONS?