Accidental Purchases: Blame Package Design

Whether or not we like to admit it, we often judge books by their covers. Product packaging plays a role in our consumption habits. Even if you don’t gravitate towards pretty presentation, chances are you do have some subconscious preference towards a design (generic, simple, etc.).

Maybe consumers need to be a little bit more careful with their package design judging criteria, or perhaps marketers a little less deceptive. Aaron Baar of MediaPost recently reported that

“Poor package design is costing marketers more than $2 billion in U.S. sales as consumers are accidentally reaching for copycat house brands that are meant to look like the well-known branded products

…70% of consumers said they had purchased the wrong product in a supermarket in the past year. Some 60% said they had trouble differentiating products on a store shelf due to the packaging. The most confusing categories: canned goods; cold and allergy products and hair care items…

…Copycat packaging tends to be the biggest factor when it comes to accidental purchases. According to the study, half of consumers said they accidentally purchased the wrong product because they were misled by the color or name of the imitator.

...Meanwhile, established marketers looking to change their package design may want to tread carefully. As Tropicana learned last year when it changed its packaging, only to find sales drop 20%, consumers often don’t respond well to change.

In fact, more than 75% of consumers said they view package design changes as a “marketing tactic,” while only 14% said it represented an improvement in quality. The lesson: Communicate the product and consumer benefits to a package redesign.”

“Accidental Purchases: Blame Package Design”
By Aaron Baar, MediaPost: Marketing Daily 10/28/09
For full article:
http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=116283

Thirty Conversations on Design

Creativity.com’s Print/Design Spot of the Day features Little & Co.: Thirty Conversations on Design. The company collected the thoughts of 30 of some of the world’s most inspired creative professionals. These architects, designers, authors, and leaders of iconic brands were asked the following questions:

“What single example of design inspires you most?” and “What problem should design solve next?”

Their answers may surprise you. “The Mandala, cover artwork for Thelonious Monk, and designing cultures rather than objects” were just some of the highlights.

Hear what else they had to say at:
http://thirtyconversationsondesign.com/
Oh, and you can post your comments too.

The first installment includes ten video interviews with Pentagram’s Paula Scher, Massimo Vignelli, designer of the iconic 1972 New York City subway map, and Nike’s Greg Hoffman among others.

Upcoming videos will include former Chief Creative Officer of Ogilvy & Mather, Brian Collins, author and designer, Chip Kidd, and founder of the TED conferences, Richard Saul Wurman.

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