

PACKAGING TERMS

BRAND ARCHITECTURES



HOUSE OF BRANDS

Products and brands have no visible connection to the parent brand



www.huffpost.com

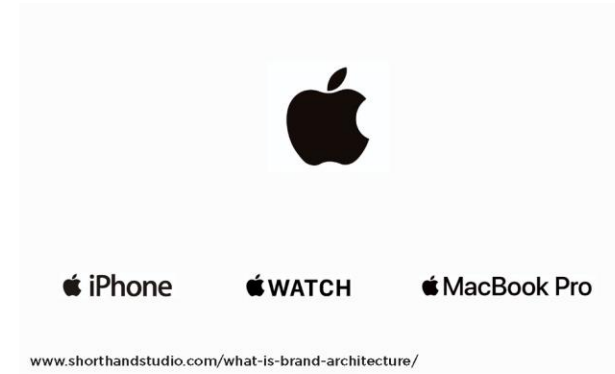


www.shorthandstudio.com/what-is-brand-architecture/

ENDORSED / SUB BRANDS

Endorsed: brands where the corporate identity is present but secondary

Sub-brand: brands where the corporate identity plays a key role in the brand.



CORPORATE BRANDING / BRANDED HOUSE

All products or sub-brands are obviously connected to the parent brand

CONSIDERATIONS IN BRAND DEV

A MARKET SEGMENT is a group of customers with certain characteristics in common, whose needs can be met with a similar marketing mix due to their similar attributes and buying processes.

Key Question: What does our product offer and who is interested?

POSITIONING is the physical or perceived location of a product along competitors. Where does the product sit in the consumer's perceptual map of the category?

Key Questions: What role does this brand play in this category? Does it have a unique attribute, a price advantage, a specific user, or use case/scenario?

PACKAGING TERMS

Primary Packaging

is the part of a package that contacts a product. IE: beer cans or bottles



Secondary Packaging

is the part of a package that contains the primary packaging. IE: the cardboard box that carries the cans



Flexible & Rigid Packaging

Flexible is Bags or flo-wrap. Rigid is bottles, cans, boxes.



Oobe

Acronym for Out of Box Experience. In packaging; the steps taken to access and start using the product



Structure

The 3D part of the package - ie: the bottle, box, bag form



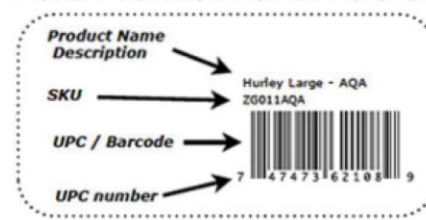
Shelf-Ready Packaging

Goes straight from factory to shelf without being broken down. Think: Costco Pallets or 5-hour energy displays



SKU

“Stock Keeping Unit” - A single size and line variant Tropicana Pure Premium 59oz is a SKU. Tropicana Pure Premium 32oz is a SKU



Substrate

is the material of the graphic canvas. Can be paper, plastic films, foils, corrugate, board, etc.)



REGULATORY AGENCIES

FDA (Food & Drug Administration)

is the government agency that regulates food, drugs, cosmetics, tobacco, and medical devices.



Is a product safe for you to put on your body or consume?

FTC (Federal Trade Commission)

is a federal agency whose goal is “A vibrant economy characterized by vigorous competition and consumer access to accurate information.” For our purposes, they protect consumers from unfair and deceptive practices in the marketplace.



Is a company honest in its product marketing and description?

EPA (Environmental Protection Agency)

Regulates Hazardous or poisonous materials, requires certain disclosures regarding disposal of materials.



Is a product or packaging harmful to the environment?

CSPC (Consumer Product Safety Commission)

Handles recalls, manage labeling/tagging requirements (think: mattress tags, choking baby icon, poison icons, etc)





Is there a hazard associated with a product (non-consumables)

Trademark (® or TM)

Trademark

a trademark protects “words, names, symbols, sounds or colors that distinguish goods and services from those manufactured or sold by others and to indicate the source of the goods.” This means that a company can register a trademark for its business name, slogans, logos and other items that essentially brand the product or company.

<p>McDONALD'S</p> <p><u>TMA141977</u></p> <p>WORD</p>	<p>ABCED SOUND MARK</p>  <p><u>TMA9271977</u></p> <p>SOUND</p>	
 <p><u>TMA511846</u></p> <p>LOGO</p>	<p>I'M LOVIN' IT</p> <p><u>TMA667652</u></p> <p>PHRASE</p>	 <p><u>TMA174374</u></p> <p>COMBINATION</p>

Copyright ©

Copyright

For purposes of copyright law, product packaging generally falls into one of two categories. The first is packaging that incorporates a cartoon, drawing or other artwork that is original enough to merit copyright protection in its own right.

The second is packaging consisting of a collection of elements (such as text, color, framing and ordinary shapes), none of which would be copyrightable on its own, but to say that the selection and arrangement of those elements is creative enough to warrant protection. This is difficult...



An overview of marks

R SIGN



® means that your trademark is registered in a country. In some countries, however, its use is non-regulated and you can apply it even to unregistered trademarks (Canada is an example).

In 99% of countries, this symbol stands for word REGISTERED, when your trademark is 100% officially registered.

COPYRIGHT



You can use it along with your name and the creation date in order to inform others of your ownership over a creation.

Its use is not obligatory, your creation is copyrighted right after you've finished it.

TM SIGN

This symbol is used to inform others that you think that the word is your trademark. In some countries, this will give you common law rights. Good examples are the USA, UK, New Zealand, Australia, Canada and some other countries.



SM SIGN

SMSM is used when you sell services and not physical products. It's not incorrect to use tm symbol TM if you sell services though. But it is incorrect vice versa. Normally, SM is used when you are extremely boring and want to make sure that everyone knows that you sell only services.



KEY PACKAGING TERMS

Oobe

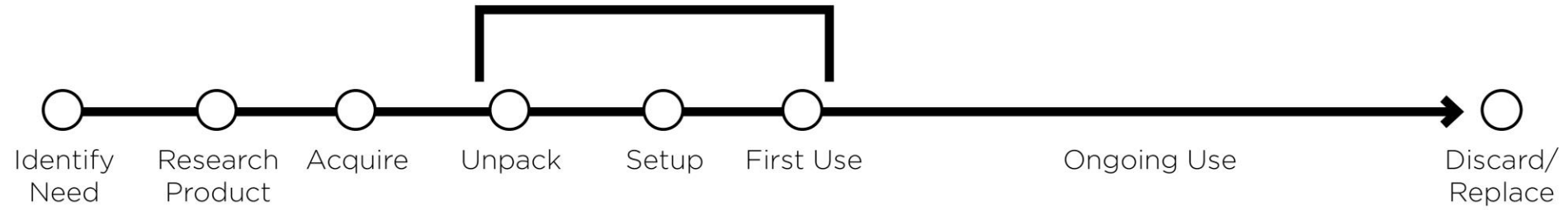
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Moment Map

is a tool used to map out packaging moments - places or times when the unboxer is (or could be) engaging with packaging along their unboxing journey.

Engagement

An emotional connection with a brand or experience



OUT OF BOX EXPERIENCE

It's an experience in the physical world, just like any other experience, it can be broken down, studied, and optimized.