

Branded Packaging That Delivers -

A One Day Course - 15th September 2011



In today's increasingly competitive marketplace, effective branding is essential. This course will give hints, tips and pointers on how to make your product stand out on shelf through effective packaging as a marketing tool. It will explain how to transform your good brand into a GREAT brand and help take your products to the 'next level'.

Who should attend

Packaging Technologists

Marketers

Account Managers

Business Developers

Project Managers

Purchasers & Buyers

Packaging Design
Personnel

Suppliers to the Industry

Logistics Personnel

Brand Managers

New Product
Development Personnel

Sales Personnel

Course Content

Packaging as a marketing tool -

The marketing mix, Integrated Marketing, Cost-effective packaging, Profit

Increasing sales -

Competitive strategies, Competitive advantage
Increasing sales, Promotions

Premium products -

Pack differentiation,
Packaging design information

Added value & consumer convenience -

Negative pack values, Added value benefits,
Product disposal, Added value features

Branding & brand values -

What is a brand? Consumer equity, Brand equity,
Halos & triggers, Brand as product, Brand stretch
& flexing your equity, On-shelf impact

New Product Development -

Reasons for NPD, Market opportunities,
Creating a programme, Product opportunities

Retailer acceptance: selling in -

Retailer viewpoint, Retailer acceptance and
relationships, Packaging and the retailer

Reducing material costs -

How to reduce material costs, Future use of
product, Alternative materials

Packaging formats -

What's out there, What's suitable to meet the
end user needs

Rationalisation -

Objective of rationalisation and methods,
Dimensions, Styles, Material components, Print

Warehousing & distribution -

Operational integration, Packaging issues

Product & pack size -

Smaller versions, Larger pack sizes, Multi packs
Variety packs, Kits, Changing pack sizes,
Consumer convenience

Design innovation & research -

Technical innovation, Aesthetic innovation,
Packaging design research, THE FUTURE

Standard price £495 + VAT

Fee includes full set of course documentation as well as refreshments and lunch.

Venue: Nottingham, UK. For Further details or to register ; Email: training@designcognition.com or

Telephone: +44 (0)115 846 1914 or Visit: www.designcognition.com/training

(NB places cannot be reserved without full payment)