

THINKING OUTSIDE THE BOX

THE INSIDE SCOOP ON PRODUCT PACKAGING



That's how long you have to make a first impression.



Percentage of online shoppers who have shared an image or video of a product on social media claimed that branded packaging played a huge part in the decision.



Percentage of online consumers say they would buy from a company again if their purchases came in premium packaging.

Rush River
BREWING COMPANY

127%

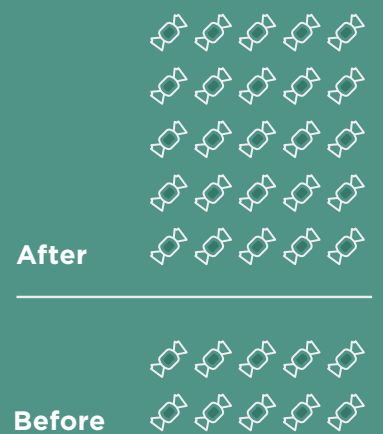
The increase in bottle sales in the year after Westwerk rebranded midwest brewery Rush River Brewing's packaging.



MCCREA'S

150%

The increase in sales for luxury caramel company McCrea's Candies in the first six months following a packaging redesign by Westwerk



COLOR

Different colors convey different emotions to consumers. In general, brighter colors communicate playfulness, darker colors read more sophisticated and neutral tones evoke an earthy feel. The color scheme of your packaging should reflect your brand identity.



TYPOGRAPHY

Similar to color, different fonts also represent different personalities. No matter what font you choose, readability should never be sacrificed for cool design.



MATERIALS MATTER

According to a 2015 study by market research company GfK, "two-thirds of American consumers agree that brands must be environmentally responsible." This applies to the materials you choose to package your products, too.



SOURCES

Business Insider, <http://www.businessinsider.com/only7secondstomakefirstimpression20134>
The Dotcom Distribution 2015 Packaging Report. Bulldog Reporter, <https://www.bulldogreporter.com/40percentofconsumershavesharedproductphotosorvideosonsocial/DePrintedBox>, <http://www.deprintedbox.com/blog/howproductpackagingaffectsyourbuyingdecision/>
QuickBooks, <http://quickbooks.intuit.com/r/selling/thepsychologyofproductpackaging>

WESTWERK

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