

YOUR FUTURE IN FOOD

## PACKAGING AS PART OF YOUR MARKETING STRATEGY

### What it Means for Your Food Business



**Product packaging** is a vital part of your marketing strategy and provides a unique opportunity to tell your story. It's much more than just a container for your food product. Here are some considerations when using packaging as a marketing tool:

1. **Influence:** Packaging can be the deciding factor when consumers are choosing a product from a shelf. It can make or break your product in the marketplace, and when done right, can effectively influence purchasing decisions.
2. **Positioning:** Packaging helps position your product in the marketplace. Consider if your product is green, premium or budget-friendly. The packaging design should align with your positioning, and reflect the character of your product.
3. **Storytelling:** Packaging can tell a story about your company, brand or product. Design, colors, and graphics can convey emotions and create a connection with consumers, allowing them to get to know you.
4. **Values:** Packaging communicates your brand's values, sometimes in obvious ways, but often, in more subtle ways. For example, if sustainability is important to your brand, opt for eco-friendly materials and highlight this on the packaging. A premium product should be packaged in something that reflects this message as well. Surveys have shown that 70 per cent of consumers form an impression of a brand based on packaging alone.
5. **Trust:** High-quality, functional and sustainable packaging builds trust with consumers. It signals that your product is reliable and worth purchasing.
6. **Clarity:** Ensure that the packaging clearly represents the product inside. Consumers shouldn't have to guess what's inside the box or container.
7. **Consistency:** Packaging should be consistent with your brand identity and corporate values. Whether it's color schemes, fonts, or imagery, maintain a cohesive look across all your products.
8. **Functionality:** Practicality in packaging is paramount. Packaging should, of course, protect the product during transit and storage. It should also be easy for distributors and retailers to stack, display, and ship, while being easy for the consumer to open.
9. **Sustainability:** As consumers become more environmentally conscious, sustainable packaging is essential. Packaging should use minimal material, be recyclable if applicable, and eliminate as much waste as possible.

Good packaging not only attracts attention, but also drives sales and is a part of any great marketing strategy. It is reflective of who your company is and what you represent, so make it count.

Manitoba Agriculture can help you build your future in food. Our business development specialists offer consulting, pathfinding services, training and resources that will help you manage and grow your business.

Get support every step of the way.

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