

Professor: This morning we're looking at product packaging. I've brought in a few examples. To start, I'd like you to look at these and discuss what you think the product is and how successful its packaging is. Don't be afraid to be critical. How about item number one?

Telal: Well, it's hard to know what product this is just by the appearance of the box. From the size it seems to be something like a smartphone? Or an MP3 player maybe? But the colors on the box are yellow and red. They're bright and cheerful, but they're not very adult, are they? They make me think there's a children's toy inside.

Professor: You're completely right, Telal. This is a smartphone box. But they didn't use much imagination in the design of the box and the colors are all wrong. Sales of the phone to adults were so low that they changed the packaging after just two months. Consumers over 15 years old just didn't want to buy it. However, this mistake had an unexpected result. Any guesses about what that was?

Telal: Did the company realize how many kids want smartphones?

Professor: Great guess, Telal, you're right! The phone sold really well to the youngest group of users, eight to ten year olds. So they changed the colors on the box for adults to silver and black. But they kept this box for the younger market. In fact, they even made the phone itself red and yellow and it was a huge success. It started a trend for simpler and cheaper phones made especially for children. Sometimes errors are the best way to learn. How about these other packages, Miteb?

Miteb: Well, this one must be a watch, am I right?

Professor: Yes, Miteb. It's a Remit watch. How did you know?

Miteb: The grey and blue colors and the design of the box are just like the Remit company logo. They use the same colors and designs in all of their advertising.

Professor: Yes, this is an example of really successful design for a well-established brand. It makes the watch look attractive and customers quickly recognize who made it. You see, good packaging helps you to know the brand without being aware of why. Let's read more on this topic in the branding chapter of your course manual, chapter 10. It's on page 126...