

home » design

## Trendboxing [aka, turning fluffy ideas into solid packaging]

19 Feb 2015

It's about using new ideas that people feel they should be part of in ways that fit with the overriding need for a product to be useful and approachable so that a buyer will pick it up.

This is Taylor-Ziane's story about Trendboxing and how it works:

"When we get the latest consumer trends update ping into our inbox, we often marvel at the latest cool concept store in New York or think some small art-meets-commerce pop up would be great to visit... if we were in London. But more often than not, trends feel interesting but inaccessible. What has that got to do with my bread brand in the supermarket? How can I translate what a bunch of inner city hipsters is doing to my core target in Parramatta?

"Consumer trends can feel fluffy and whimsical, a hard thing to translate into a commercially viable opportunity. BUT consumer trends (not fads) are an important tool in understanding people and surely, as marketers, that is one of our greatest challenges? A trend is "a general direction in which something is developing or changing". On the whole people's needs don't change, but how they satisfy those needs can change dramatically. Understanding trends is the key to understanding how best to answer people's needs in the current global landscape.

"Design is a key element in how we can capitalise on consumer trends and communicate values and meaning that will resonate with people at a visceral level. Humans are visual creatures and social scientists tell us that the majority of us are visual learners. We decode our environment by shortcutting visual cues, semioticians tell us that colours, form, symbols and signs have meaning at a sub-conscious level. Translating the meaning of consumer trends into design, ensures we are tapping into peoples needs at a big picture level. Combine this with contextual category understanding and you will have yourself a winner.

"A good example of how consumer trends translate into design is the artisan trend. The need for the real and the honest has been heightened in recent years due to the distrust of large corporations and financial institutions combined with the rapid rise of technology and the role it plays in our lives. The artisan trend is the antithesis of this. It is about things that are handmade, or crafted, that embody passion, care and attention to detail. The visual language of this pervasive trend is handwritten fonts, design that hints to a simpler time, the rawness and honesty of nature, and of course the chalkboard. This style is now prevalent throughout the supermarket, from Heinz gourmet beans to Great Ocean Road cheeses. There is hardly a food category that doesn't have some nods to artisan cues.

"But what is the next expression of artisan? Have we had enough chalkboards? Through our proprietary approach, TrendBoxing, we are at the forefront of understanding consumer trends and translating them into design. For our award winning Table of Plenty Muesli design we used the new language of artisan, the artistry of watercolour. This still communicates 'of the hand' and crafted but also taps into a need for self-expression in the food arena.

"It's not quite a Bompas & Parr food installation, but we identified food as art as a growing trend, and we were keen to be one of the first in the supermarket to embody this in an accessible way.

"So next time you get that trend update, don't just read and delete. Think what consumer need it's satisfying and how it could be changing the expectations of your target. People's expectations are set well beyond the parameters of the category you might be playing in, so think big, think global and stretch your understanding."

Boxer & Co. is running Trendboxing seminars in Sydney & Melbourne.



### more design»

- » Parallax Design 'gets' spicy
- » This pack is me
- » The smarts of dressing for the occasion
- » Stars in their eyes: Maybe that's why Next Gen's ideas can be brilliant?



### diary »

- » AIP NATIONAL TECHNICAL FORUM  
Melbourne, Victoria | 24 Mar - 26 Mar, 2015
- » AUSPACK  
MELBOURNE | 24 Mar - 27 Mar, 2015
- » AIP/APPMA Technical Dinner  
Box Hill | 01 Apr - 01 Apr, 2015

## AUSPACK

PACKAGING + PROCESSING  
30TH ANNIVERSARY 2015  
OWNED AND PRESENTED BY THE APPMA

**REGISTER NOW**

Melbourne Convention & Exhibition Centre  
24-27 March 2015

APPMA 30TH ANNIVERSARY

OWNED AND PRESENTED BY  
APPMA  
Australian Packaging and Processing Machinery Association Limited

### news »

- » API Foils will cease to exist here on 1 April
- » Show decision makers what you can do
- » Colorpak talks frankly about challenging conditions
- » Orora bags supply deal with Fonterra, invests \$20m
- » Diageo invests \$21.5m in Sydney warehouse

Direct Print: **redcube** by **HAPA**  
a swell company

Visit us at



**STAND 547**

### sustainability »

- » Tetra Pak's environmental initiatives reward all in 2014
- » The world's best

Melbourne Convention & Exhibition Centre