LEFT: The hand-drawn, playful cows on Brownes' new yoghurt packaging have disrupted the category.

The brave, the bold and the true

Taby Taylor-Ziane, strategic director at packaging design company Boxer & Co, talks about how deciphering consumer trends can inform disruptive packaging design to achieve results that positively impact your bottom line.

DISRUPTIVE packaging design, by definition, involves creating a pack that throws a category into disorder and breaks the codes to provide something new... and it has been proved to have real impact on shopper behaviour.

A recent research study in the UK using eye tracking technology found that 'disruptive' packaging, which is described as packaging designed to 'stand out', was noticed by 76 per cent more shoppers in the first five seconds of viewing and was recalled by 79 per cent more shoppers as well as raising overall levels of curiosity and interest among almost three times as many shoppers as standard packaging.

But just creating some crazy wacky packaging isn't going to cut it.

At Boxer & Co, we have identified three key actions for creating successful disruptive packaging:

1. **Be Brave** – transcend the norm . Don't be afraid to break the category codes
2. **Be Bold** – go for deep engagement and connection. Understanding people at a bigger picture level, beyond the confines of your category helps you connect with them in a more meaningful way.
3. **Be True** – don't stray from your brand essence and purpose. Consumers can smell a fake a mile off.

Boxer & Co has developed its proprietary Trendboxing model that translates consumer trends into design, enabling us to engage with people at an emotive and visceral level through the packaging.

In this article I will focus on two major consumer trends, the design direction that each leads to, and some examples of how it plays out in packaging design.

1. Kallo in the UK has disrupted the rice cake category with its beautiful illusstrative design.
2. Emilys Fruit Crisps, also UK, is a disruptive product in itself and has a disruptive design to match.
3. The KFC Memory Bucket from Canada – when packaging becomes a pivotal part of the consumer experience at the time of eating and afterwards.

1. TECHNOTELLIGENCE

The first trend is Technotelligence – where the digital world gets smarter and smarter and enhances our experiences and lifestyle through digital disruption, which leads to the design direction *Packaging that thinks*.
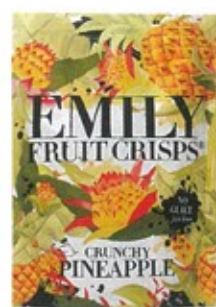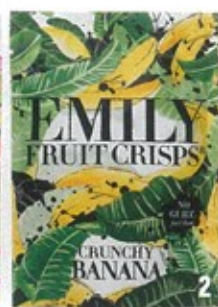
In this realm, Häagen-Dazs developed its concerto timer app using augmented reality (AR). Consumers download the app and point their smartphone camera at the lid of any Häagen-Dazs carton. Upon recognition of the lid, the user instantly experienced a virtual violin concerto. This experience was perfectly timed to allow the carton of ice cream to soften to the perfect consistency. So, this is an example of packaging that entertains ,creating an even deeper emotional connection with people (deeper than the ice cream itself – if that's even possible!).

Other examples include self-opening packaging that opens itself as it is heated, self-expanding packs and tea bags that change icons from angry to calming images once brewed, and of course KFC's 'memory bucket', a pail for fried chicken that doubles as an instant photo printer.

Intel tells us there will be 200 billion connected objects by 2020, that's 26 smart devices per person as the internet of things continues to evolve. So how can you use this trend to disrupt your category? Ask yourself – how can your packaging be more intelligent? Can it help? Can it delight? All these examples use their packaging to enhance the consumer experience – how can you use technotelligence to think beyond the product?

Maybe your packaging can do something that your consumers (or you) haven't even dreamed of yet. Your pack is a vital asset

and with a bit of technotelligence it might just be about to reinvent itself.

2. HONESTLY CRAFTED

To every trend there is a countertrend and in a highly digital world and at a time of mass production, where everything seems to be made in a factory... we all crave connection with things that feel they have the human touch.

In an age of considered consumption we want items to have been "honestly crafted" rather than churned out, that have been made with passion... and this is where human disruption comes in.

All this honesty and craftsmanship leads us to our *New Artisan* arts and crafts design direction, where artistic expression is a visual shortcut to the human touch. So let's look at some disruptive packaging using this design code. Kallo in the UK have gone against all category codes and disrupted the rice cake category with its beautiful illustrative design true to its brand philosophy that healthy food should be delicious and adored, about celebrating good food you can have, rather than food you can't.

Emilys Fruit Crisps is a disruptive product in itself and has a disruptive design to match.

And lastly Boxer & Co.'s latest design to hit the shelves, Brownes yoghurt range, has disrupted the category so much with its hand-drawn, playful cows that sales have increased 38 per cent.

So how can you disrupt through the Honestly Crafted trend? Ask yourself, how can your brand be more honest? What can you strip out? Can your packaging cue more of a human touch? What can you craft with loving care? Who knows where it might take you... but that's half the fun of disruptive innovation.

In an age where tech is all-consuming we also crave something honest and human. People are ready for a myriad experiences, but at the core of each is the need to be true to ourselves. ∎

LETTING THE COWS OUT TO PLAY

PACKAGING and branding design company Boxer & Co has redesigned the West Australian Brownes Yoghurt range using "simple, honest language".

The 33-SKU range has re-launched with the reformulation of existing recipes, and new flavours.

Already established as an "everyday essential" for the modern West Australian family, the brand owner wanted to convey quality and realness without looking too premium or expensive.

"It needed to be simple, accessible and honest, not over-complicated or fussy," said Boxer & Co MD Gwen Blake.

"The challenge was to [convey] 'natural and nourishing', then balance it with 'delicious and pleasurable' without skewing the design too far into gourmet territory.

"Yoghurt can be a confusing category – the small pots and multiple players can lead to a lot of noise and the impression of 'mess' on shelf. Boxer & Co needed to create a design that stood out from the crowd, but not necessarily by shouting louder in the same language as the other brands. It was time to find a new language for yoghurt."

On the old packs, the Brownes brand was less prominent and didn't translate into on-shelf stand-out or blocking of any kind, according to Blake.

The challenge was to include a cow in order to cue dairy, but to also use flavour and freshness connotations without the need of an extra pack element which would clutter the design and make it hard

to convey purity.

In the resulting Flavour Cow design, the cow heroes dairy farm freshness, but in a modern way. The outline of the cow in various poses is used to house fruit, flavours and illustrations that cue delicious taste and also allow for established category language, such as greek architecture for the greek variants.

Light pastel colours nod to the luscious, creamy nature of the yoghurt. They are subtle enough to retain a strong range look, but different enough to aid navigation. A series of hand-written fonts and doodles adorn the pack, adding authenticity. Additional hand-drawn elements like butterflies, daisies, speech bubbles, farm signs and grass, drive home provenance and realness. The inside of each label adds to the playful nature of the design, with fun cow facts and activities encouraging customer engagement and brand recall.