



Research Article

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Study on packaging design positioning and methods based on design accuracy

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ABSTRACT

Packaging industry has a very scientific and rigorous design positioning in the process of production and manufacturing in order to meet the needs of consumer groups for goods packaging. This article, starting from the basic procedure of package design, focuses on the application and methods of brand positioning, product positioning and consumer positioning in packaging design positioning, enabling designers to design product packaging solutions that meet the market needs more, greatly reducing the package designing time, as well as improving the accuracy, economy and scientificity of package design.

Key words: Package; Design positioning; Accuracy

INTRODUCTION

Along with the improvement of human living standard and aesthetic needs, product packaging has been entitled to more meanings than goods protection, and is increasingly being valued by enterprises and consumers. Product packaging is not only a powerful tool to market their products, but also represents the company's image. In the fierce market competition, it seems particularly important to pass the product information and corporate image on to consumers quickly and accurately through product packaging. "Design positioning" is a term from abroad, of which "position" means location and direction. Therefore, design positioning refers to design with a clear goal and accurate design that solves the problem of conception. And in packaging design, it can be interpreted as positioning against consumer groups, against the quality or special functions of goods, and against brand characteristics, which can be clearly summarized as design procedures and methods that can "accurately convey product information to consumers and deeply impressed consumers". The application of different design positioning methods can not only make packaging design programs more rigorous and standardized, but also greatly reduce packaging design time and improve product packaging design to adapt to the design goals of meeting market needs, population needs and functional requirements [1-3].

THE BASIC PROCEDURE OF PACKAGE DESIGNING

Each stage of modern package designing has its specific design content and method, and each link is closely related and indispensable, which forms the only way to success of designing product package. Design positioning is subject to a link of package designing procedure. Therefore, the basic procedural requirements of package design shall be grasped firstly before the discussion on accuracy of design positioning. [4]

In package designing, designers shall be clear about the consumer-orientation of production. As a consequence, products' appearance and package design should be conducted on the basis of serving consumers and subject to the sales situation and market needs. The significance of product package lies in: from the perspective of consumers, whether the package can clearly express the attributes and features of product; and from the perspective of enterprises, whether the package can promote sales effectively. Therefore, a reasonable design procedure is needed

in order to complete a package design. The basic procedure of package designing is designer's plan or arrangement on the whole design activity so as to achieve his/her goal of package design, which properly arranges the working steps in accordance with some scientific rules in order to achieve the overall objective is shown in Figure 1 .

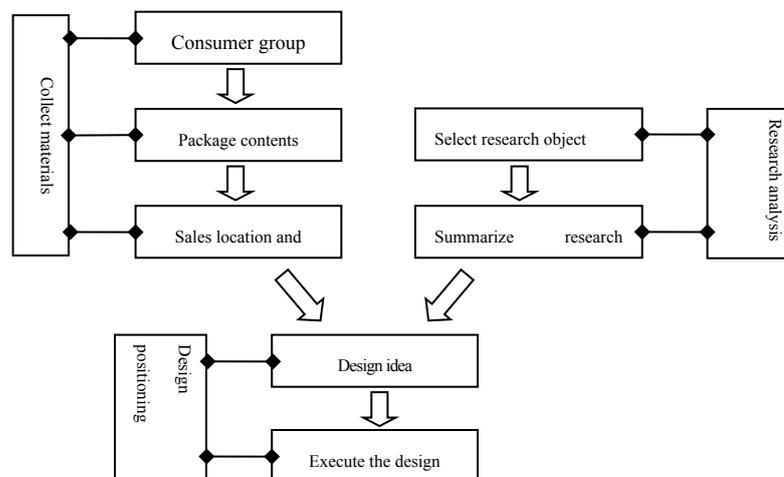


Fig.1: The basic procedure of package designing

POSITIONING OF PACKAGE DESIGN

The design positioning in package design focuses on pertinence, purposefulness and accuracy of design, and establishes main contents and direction for the later conception and expression. The main significance lies in highlighting the goods' exclusive feature that other commodities do not own and the contents that should be especially expressed by means of design positioning, and finally determining the right theme of goods package at the same time sticking out the characteristics of the package. Three basic elements of design positioning are brand, products and consumers [5].

BRAND POSITIONING AND ITS METHODS

Brand positioning is such a process or action as establishing a unique brand image in accordance with the original products on condition of comprehensively analyzing the target market and competition, designing and spreading the overall image of brand, and finally taking an exclusively valuable place inside the target consumers. It aims at designing the product attribute, spreading the brand value, and finally establishing a unique position for this brand inside the target customers with a view to the mental feelings of target consumers, by means of designing the overall brand image. Brand positioning is an important measure taken by enterprises to build a unique market image and to create competitive advantages [6-7].

Brand carrier can be a name, a term, a symbol, a mark, a design, or their combination that is used to differentiate other competitors' products or services. The impression on the brand carrier inside consumers constitutes the source of value addition. Since the brand identity is registered and will be protected by law, its image such as typeface and symbol has strong identifying characteristics and uniqueness so that consumers clearly understand the brand features of products used, and get impressed. Therefore, the principal way of brand positioning is to highlight the visual image of brand such as the brand name, term, symbol or design is shown in Figure 2 and 3.



Fig.2: Brand image of Pepsi



Fig.3: Packaging of Harbin Beer

“Naming a brand” is a difficult process of thinking, and the beginning of brand positioning. We say “naming a

brand”, rather than “naming a product”, because “the process of naming” is a process of transforming market, position, image, emotion and value into marketing power, and starting up the market positioning and competition. More than a simple mark, brand name can reinforce the positioning and involve in competition, but also can “endow everlasting market advantages to a brand” with its possibly hidden image value. Hence, there is such a saying as “a good name enables a brand to win at the starting point”.

A brand can be named from corporate name, an animal, a plant, a person’s name or a place name; or named according to the main ingredient and craftsmanship; or named with a fabricated name of lucky implied meaning. In total, the brand name should be popular, understandable and catchy; its meaning should be generalized, correct and sophisticated; its pronunciation should be readable; and it should fully show the features of product as a whole and the difference from other similar commodities, which leaves consumers a deep impression, motivates their purchasing intention, and build up a good foothold for corporate image is shown in Figure 4 and,5.



Fig.4: Container packaging of EASY LOCK



Fig.5: Outer packaging of PHILIPS keyboard

The color in package design has very important positioning function for brand. A good brand color design facilitates to enhance brand identity, to promote the transmission of brand connotation, to attract consumers and deepen the identification memory. Color is the most powerful information transmitter in package design, and brand color positioning can arouse the emotion of consumers. Like people’s sense organ, color brings people different association and feelings, and bears various emotional appeals of consumers, thus motivating their buying intention is shown in Figure 6.



Fig.6: Graphic Hug’s statistical diagram for brand and visual color

Figures of brand are generally made up of promotion image, artistic modeling and auxiliary graph. The expressive force of the main figure in package design should be highlighted in order to catch consumers’ eyes and establish an association between the figure and product inside consumers, which will help the promotion of products. The brand figure sometimes comes from the typeface deformation of brand name. The uniqueness of typeface image facilitates greatly the expression of brand image.

PRODUCT POSITIONING AND ITS METHODS

Product positioning in package design refers to making consumers know the product information well such as variety, feature, processing method, using method and grade through designing the product package in order to provide intuitive and correct purchasing reference for consumers. The most important performance of content for package design based on product position is to express the product truly and vividly by its packaging appearance in the way of picture or drawing. Especially for those products with beautiful appearance, brilliant color and special textures, the direct appearance expression will be enough to attract consumers. Another important positioning method in product package design is to compare with other similar products and protrude its own features through targeted positioning, which can be considered in the following aspects such as product’s variety, place of origin, raw materials, processing technology, using method and grade, etc.

Features of product include its place of origin, raw materials, processing technology, using method and so on. It's difficult to attract consumers for those products without feature, especially for products with the same variety. The significance of product feature positioning lies in highlighting the product itself by grasping product's own features at the same time showing its superiority to other products. Therefore, when positioning the product's feature, it is a must to find out the features that catch customers' eyes, thus standing out from the similar products.

As consumers are different, products with various features are needed. For example, biscuits and instant noodles of different brands prepare products with various flavors for consumers with different tastes so that the sales scope is expanded. Different positioning points cater to the specific mind when consumers buy products.

For those products having specific service time, the adoption of service time positioning can facilitate consumers to clearly understand the service time of products. What's more, from the perspective of business, the specific service time given to products can induce consumers to use these products in specific period, so that the purpose of promoting consumption will be achieved.

CONSUMER POSITIONING AND ITS METHODS

Consumer positioning in package design refers to reflecting correctly the target object of the sales through the package information of products in order to make consumers know whom will the products be sold to. The consumer positioning is a key link in product package design, which will directly influence the sales performance of products. The following is the analysis on consumers' mentality, social class and gender by means of positioning method,

When positioning consumers, the age, gender, nation, cultural level, social status, religion and economic condition should be considered firstly for the targeted consumers. Only studying consumers' needs, analyzing their characteristics, and making targeted package design can position the package design successfully. The difference of the above elements among consumers may influence their interest and favor which can also be very different. Therefore, when making design positioning, the results of market research conducted in design preparation stage should be specially focused and analyzed. For example, more and more cosmetics for men are arising in the cosmetic market, the corresponding packages of which are totally different from those of women's. The packages are designed according to the aesthetic needs of male consumers, no matter in color, figure or other aspects.

Consumer's psychological factor positioning is a deeper positioning method in product package design, which requires designers to excavate consumers' mental needs and orientation plentifully. Many successful goods package took advantages of consumers' mentality and contributed to their purchasing. Even some goods that consumers don't need may be purchased because of the beautiful package. Therefore, the product package should be designed in accordance with consumers' psychological factor. For example, the packages of instant noodles for children not only adopt colors and pictures that children like, but also take in some story series in order to motivate children to buy just for the story. In addition, pursuit for beauty, freshness and variation is the common mind of human. When people are accustomed to one package, aesthetic fatigue may be produced. So how to find new idea and give people a new feeling becomes very important in package design. For instance, many products' packages are designed freshly and uniquely in order to cater to consumers' psychological needs for freshness (see Figure 7 and 8).



Fig.7: GLOJI beverage package



Fig.8: Package of banana beverage

For consumers who have special needs, targeted positioning shall be taken into consideration in package design. For example, consumers with Diabetes have to choose sugar-free foods. So aiming at such needs, the design should be positioned and locked directly to the consumer groups in order to promote consumption better. And modern people are increasingly focusing on food health, so such health information as no additives, no artificial colors and no preservatives highlighted in the package will facilitates the sales a lot.

Consumer personality refers to a total of the stabilized psychological characteristics expressed in consumers' attitude to objective things and their social behaviors. Strong personality means individuality. The formation of consumer's personality is the result of many factors on physiology, psychology and social ideology, among which the congenital physiological quality is the natural basis of its formation, and the acquired education, training and practice are the social condition. Consumers' personalities and characteristics are developed through physiological heredity on one hand, which enables human's increasingly developed and perfect brain functions preserved into a new individual and constituted into new individualism; on the other hand, the growth with age and the effect of objective environment make huge and deep influence on the formation of human's personality. As for consumers with the same age group, same gender and same career, they will have the same character orientation to some extent because of the environment, but the degree of orientation might be different. For example, the general character orientation of children is lively and innocent, but the degree is different in personality: some are introvert and some are livelier. It is the same in other categories.

CONCLUSION

Package design is the result of market competition in commodity economy, and design positioning plays an important role in package design. Correct positioning can help businesses sell a good deal of goods. The design positioning in package design aims at grasping the characteristics of its own products, breaking through the traditional package form and level, and finally finding out the package contents that catch consumers' eyes. Three elements of package design positioning are described above, which cannot be all expressed in specific package because of the limited package size. What's more, excessive and miscellaneous contents may make the opposite effect. It is appropriate to choose aspects that need to be highlighted in accordance with the market investigation, product analysis and market information, and to position reasonably; in case the product brand is well known, brand positioning should be the primary choice; if the product is distinct in character and advantageous, product positioning should be advocated; if the consumer objects of the product are obvious, consumer positioning should be chosen. After all, becoming a good seller through accurate positioning is the significance of package design.

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