



BULLSEYE

FOOD

MARKETING

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Course: *Effective Food Packaging*

Duration:

1 Day or 2 x 3 hour evening courses

Who Should Attend:

Anyone running a new or established food business / SME.

Description:

The packaging and presentation of your product range are vital components of your marketing strategy.

It's an opportunity to give your food brand a unique identity. Your packaging is more than simply a label or container – it helps form the personality behind your product and positions your business in the minds of consumers, retailers and investors.

Weak brand positioning can hinder the development of your company, while strong packaging and branding are crucial to maximising the potential growth of your company.

As a participant of Bullseye's '*Effective Food Packaging*' programme, you'll undergo step-by-step instruction to help you gain the knowledge required to package your products effectively.

Our practical 'how to' guide on food branding covers packaging trends and technology, as well as the legal aspects of food labelling.

We'll ensure that you have the all the necessary functional skills to apply to your business, as you plan the launch or 're-brand' your product range.

Topics:

- Naming your food brand
 - Packaging trends
 - Finding innovative packaging – packaging sources, packaging trade shows, suppliers etc.
 - Legal labels – packaging legislation etc.
 - Consumer needs – what do consumers want to see on your food packaging?
 - Practical brand design tips
 - Colour – use of colour coding and the effect of packaging colour on consumer emotions
 - ‘Critical path’ – the key steps in developing your packaging based on systematic milestones
 - Design briefing – how to write a good brand design brief
 - Brand stable – developing a brand communications hierarchy or brand architecture i.e. business cards and letterheads, internet, trade fair material, packaging, consumer fairs, in-store demonstrations etc.
 - Designers – dealing with a graphic design agency
 - Costs – managing packaging design on a tight budget
 - Printers – managing the printing process and ensuring the project is completed as expected
 - Jargon – we guide you through a glossary of crucial packaging terms used by retailers, printers and designers
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