

**3 things** successful  
FMCG companies do  
when creating a brand.

*brandwell.*

## — Intro

This simple, easy-to-follow handbook explores the three most important things successful FMCG brands use to get noticed, connect with consumers and create legions of loyal brand advocates.

Based on the game-changing expertise of universally renowned brand guru Simon Sinek, and backed by Brandwell's more than 20 years' experience designing beautiful, influential FMCG brands, this indispensable guide explores the essentials of successful design-driven branding and how you can use them to create an incisive and innovative brand identity to take your business to the next level...and beyond.

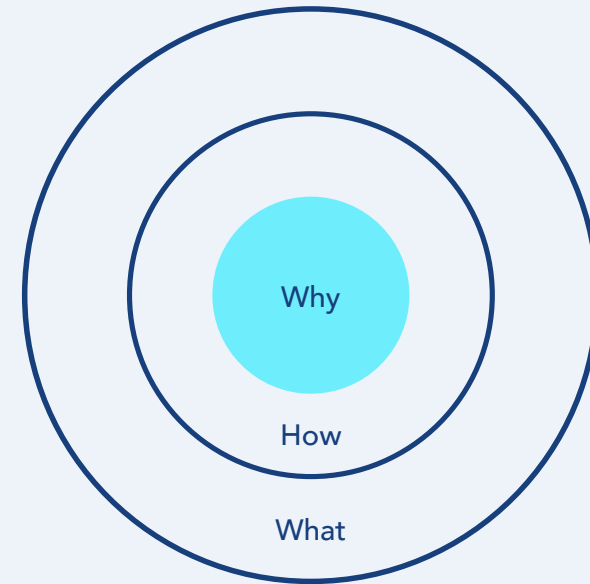
Brand 'why'. Brandwell.

*“Customers are becoming more emotional with their purse strings”*

# 1 Defining your why

It's no longer enough for your product to be good. In the competitive FMCG landscape, your product must have a strong brand that people can connect with, trust and remember, and reflect this on all touchpoints. In fact, successful brands have repeatedly proven to us, the 'W' we should be paying more attention to is in fact the **Why**. Let us explain!

Defining why you do what you do, is an essential foundation to building your brand. While it may come across as a 'nice to do', without this core value proposition, the brand lacks authenticity, which the modern customer can see right through. Identifying and living your brand purpose, not only unifies and motivates your business internally, but engages and inspires customers externally.



Simon Sinek, has brought this theory to light in 'The Golden Circle', where he emphasises that customers buy-in to the *why* first, and the *what* later. A great example he provides is Apple, where customers are inspired by the innovative ethos of the company, which in turn intrigues them to continuously seek out the next Apple product.

[Learn more about The Golden Circle](#)

# 1 Defining Your Why

We applied The Golden Circle methodology to one of our own clients, The Gentleman.

If we begin with their what, they would state –

***'We create skincare products targeted to men.'***

If instead we start with their why –

***'We're here to make a difference in blokes lives. We want to help men, look good and feel great. And we believe a simple skincare routine, is a part of that process.'***

You're likely to find you're emotionally drawn to and feel more invested in their 'why'. Imagine if we said: 'We create skincare products targeted at men, to make profit.' Less fireworks, right?



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## Identify Your Brand Position & Target Audience

Once you've identified why you do what you do, you need to identify how you're going to achieve that. To do so you must look for an opportunity where you can position your brand and undertake research to help you find your true target audience.

### **Look for the problem or find an opportunity**

The key to a successful product is to solve a problem or anticipate customers' current or future needs. Questions to ask yourself are, 'What are customers looking for?' and 'What are their pain points?', in relation to your value proposition.

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**TOP TIP** – *The earlier on in your business journey you do this, the better. You could find it means you drastically pivot the way you thought you would position your product - if you do this too late, you could have to redo a lot of work.*

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*“If you’re speaking to everyone, you’re speaking to no one.”*

### **Research – Get Friendly with your Target Audience**

Now you’ve identified your opportunity, it is important to research your target audience to understand if there is a market for your niche, or if you’re an existing business, to get an external perception of what might not be working. Just because your product could be for everyone, doesn’t mean it should be for everyone.

Remember: if you’re speaking to everyone, you’re speaking to no one. It might seem counter-intuitive, but the smaller your audience, the higher your sales and customer retention could be.

As part of your research, it is important to gather quantitative insights (facts, numbers, and statistics) and qualitative insights (opinion-based customer data explaining their preferences).

There are a multitude of research methods that cover all bases, here are a few:

- Customer surveys**
- Focus group interview**
- Ethnography- researcher observes a person going about a task**
- Customer sentiment research**
- UX research**
- Academic journals, industry reports, market research or trade publications**



### 3 Packaging Your Personality

So your packaging has a lot relying on it – it must do the job of marketing unicorn, brand ambassador and sales rep, all the while not overbearing the customer with information when there's only a matter of milliseconds to grab their attention.

Consider the journey the customer goes on: the front of pack entices the consumer to pick up the product, this provides the customer's initial impression of the brand. As they view the remaining sides, the visuals and content reinforce the brand's essence and provide confidence driving the consumer to purchase. Each of these steps clearly demonstrates the crucial role design plays in the FMCG packaging experience.



A few packaging design elements to think about include, material, colour, imagery, form and function.

**Material** plays an important role in perceived quality. It can prevent the product from any damage and enhances the sensory connection to the product.

**Colour** has lots of psychological associations. It can be used to catch attention and interest as well as differentiate competitors.

**Imagery** increases familiarity with a given product. For example, the First Press Iced Coffee multi-pack was designed to excite the taste buds by putting an image of a mouth-watering glass of iced coffee on the front of pack.

**Form** Just as colour is used to differentiate products, we also use shape and form. Creating a custom vessel or repurposing an existing vessel in an unusual way is a great way to create interest and intrigue.

**Function** Innovate functionality, such as easy open / reseal or easy storability, can be a determining factor in a customers' purchasing decision.





### Copy that speaks volumes

In addition to these design devices, engaging copy is a key factor in communicating both your products selling points and delivering the brand's personality.

Who Gives A Crap is a great example of packaging done well. The name speaks to its brand's purpose, while the copy and design elements enhance its playful personality. It speaks to an emotion and has a clear identity.



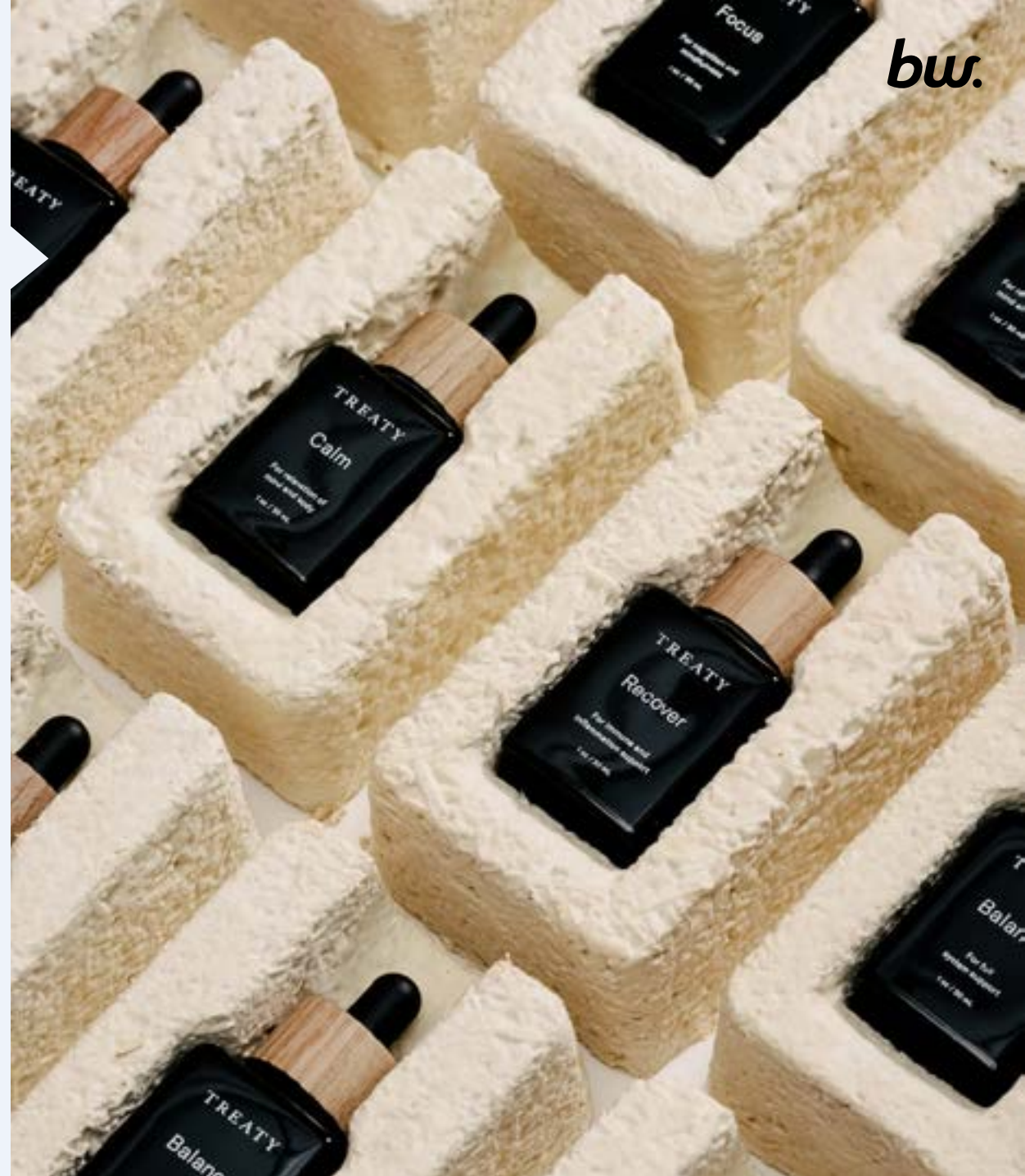
## Innovation in Packaging

As technology progresses, brands can be more experimental with their packaging. Smaller print runs and 3D printing are becoming more cost effective, so there is opportunity to be more iterative with the design process and test out concepts.

The nature of the FMCG industry means a lot of materials are used for only a few minutes but remain in the environment for a very long time. With the ban of single-use plastic finally coming into place in Victoria in 2023, sustainable packaging is becoming a must. Designers are having to reassess their go-to materials for biodegradable, compostable, reusable, recyclable options, or innovate to blend product and packaging.

Packaging as an experience is becoming ever more pervasive. We are seeing increasing trends around the unboxing experience and the value customers put on this.

Image: Mycelium packaging created by Ecovative Design for Hudson Hemp's Treaty CBD.



# — Thank you

The definition of good packaging is changing - we think for the better! If something in this guide sparked an interest, drop us a line or follow us on socials for updates on our latest FMCG branding and packaging projects.

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