

Packaging EyeBalls

By JoAnn R. Hines, Packaging Diva



Launching a new package can be a perilous journey with many checks and balances along the way. But even the best laid plans can run into unforeseen problems.

In an effort to make the packaging unique or different some times the marketing department makes a miscalculation. What appears to be clever packaging design turns into packaging disaster and the worst part of all the error is not discovered until its too late. Once the packaging is 'out there' it's fair game for critics and naysayers.

What companies fail to do is get an outside opinion, they don't see the fatal flaw because they are just too close to the project. I've seen many examples of this in other mediums. The one that stands out clearly in my mind is an annual report with the CEO on the cover with his fly open and his shirt sticking out of it. It was overlooked by everyone too during the proofing process and thousands were printed that had to be recalled.

When your packaging is exposed to a much larger audience a seemingly small error can become a catastrophe. With the growth of social media it can become a tidal wave of unfavorable publicity with thousands of eyes on your packaging in a negative light.

Here are 5 things you should always do before you sign off on your packaging.

1. Be sure and check your packaging over thoroughly;
2. Look carefully at all the images for potential problems or bad images;
3. Check how the type appears on the package;
4. See if any subtle messages might be conveyed through the images or the words in unexpected ways.
5. Think about your verbiage could someone be offended by it?

Because of some many such incidents I recommend you get an outside opinion before you launch even if it's hiring someone for an hour to give the packaging a quick once over with fresh eyes.



Check out the stacked type!



This one is obvious!

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So look before you leap with your product packaging to ensure your product packaging debut doesn't turn out like some of these examples.

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