

PACKAGING: Beyond the Virus

presented by:



DELIA ASSOCIATES + NJPEC

present

PACKAGING: BEYOND THE VIRUS

PART 1: INTRODUCTION



2020

WHO KNEW?



2020 IS SUCH A UNIQUE YEAR.

IT HAS

29 DAYS IN FEBRUARY,

300 DAYS IN MARCH,

5 YEARS IN APRIL,

AND ROUGHLY A **DECADE** EACH IN MAY AND JUNE.

2020

2021

112 DAYS LEFT





- ▶ **Urgency**
- ▶ **Ingenuity**
- ▶ **Business Sense**
- ▶ **Compassion**



Image Source: Forbes.com, "Go Puff"



njpec.com



PACKAGING



**2021
OPPORTUNITY
AHEAD**

PACKAGING: Beyond the Virus



Ed Delia
PCM
President



Rich Palatini,
Director Brand
Strategy & Creative



Jamie Rosen
Director,
Art & Design

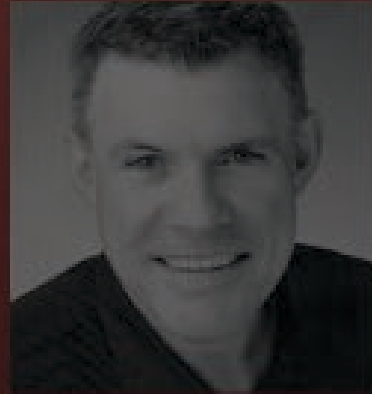


Matt Taylor,
PMP, CSM
Managing Director

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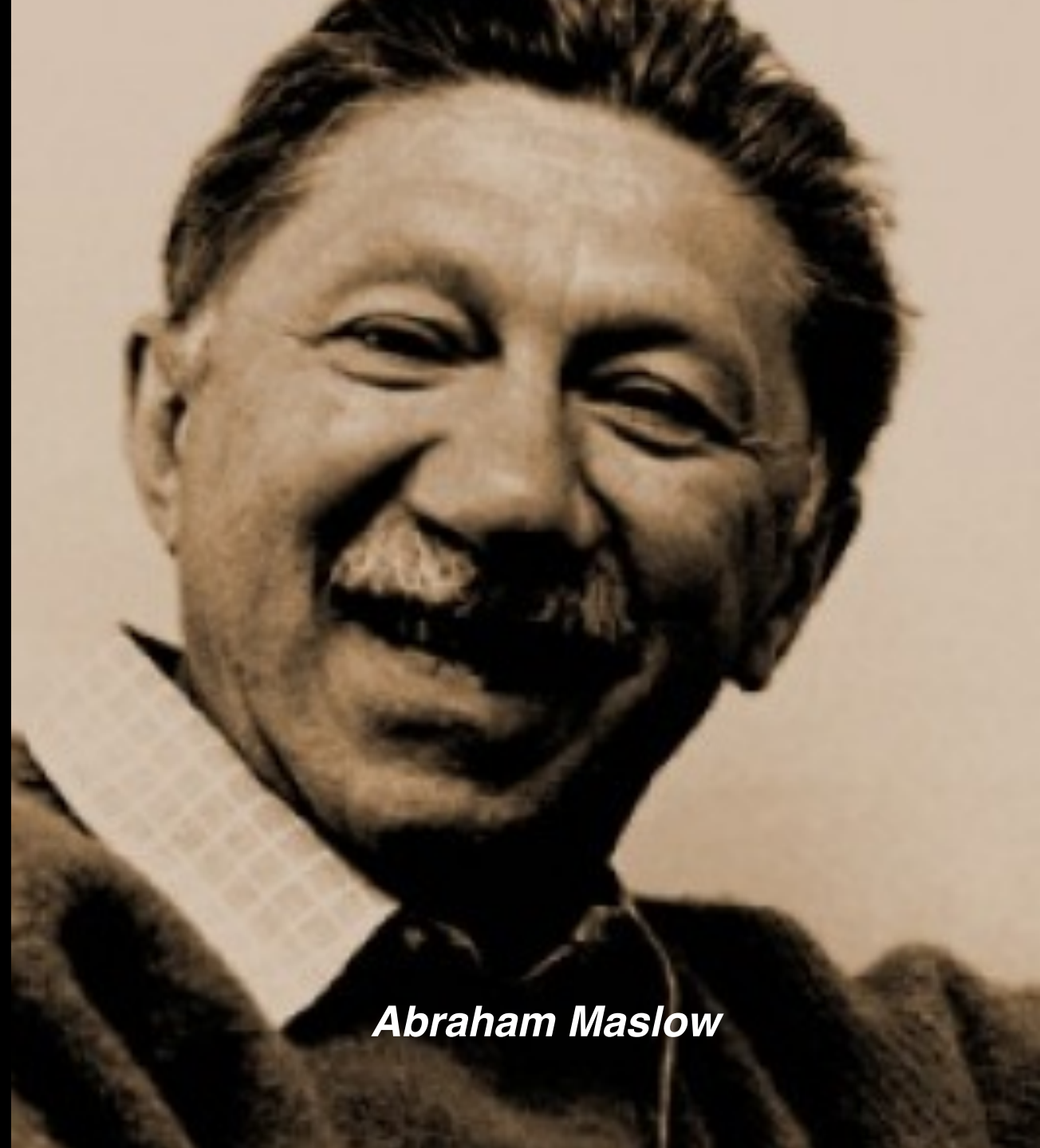
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3 DRIVERS

- ▶ Lasting Effects
- ▶ Hierarchy of Needs



Abraham Maslow

Maslow's Hierarchy of Needs:
THREE DRIVERS

Predicated on fulfilling innate needs in priority.



Maslow's Hierarchy of Needs:

DRIVER #1 **IS IT SAFE?**

- ▶ “Clean” is the new “Green.”
- ▶ Purity Movement:
Hygiene. Wellness.
- ▶ Bulk is the new small.



BASIC NEEDS
(Safety, Physiological)

Maslow's Hierarchy of Needs:

DRIVER #2 **CAN I GET** **WHAT I NEED?**

- ▶ E-commerce 1st. Retail 2nd.
- ▶ Subscription brings familiarity.
- ▶ Part of the tribe.



Maslow's Hierarchy of Needs:

DRIVER #3 **IS IT AVAILABLE** **NOW?**

- ▶ I want it now or I don't want it at all.
- ▶ Supply chain diversification.
- ▶ Meet the need with speed.

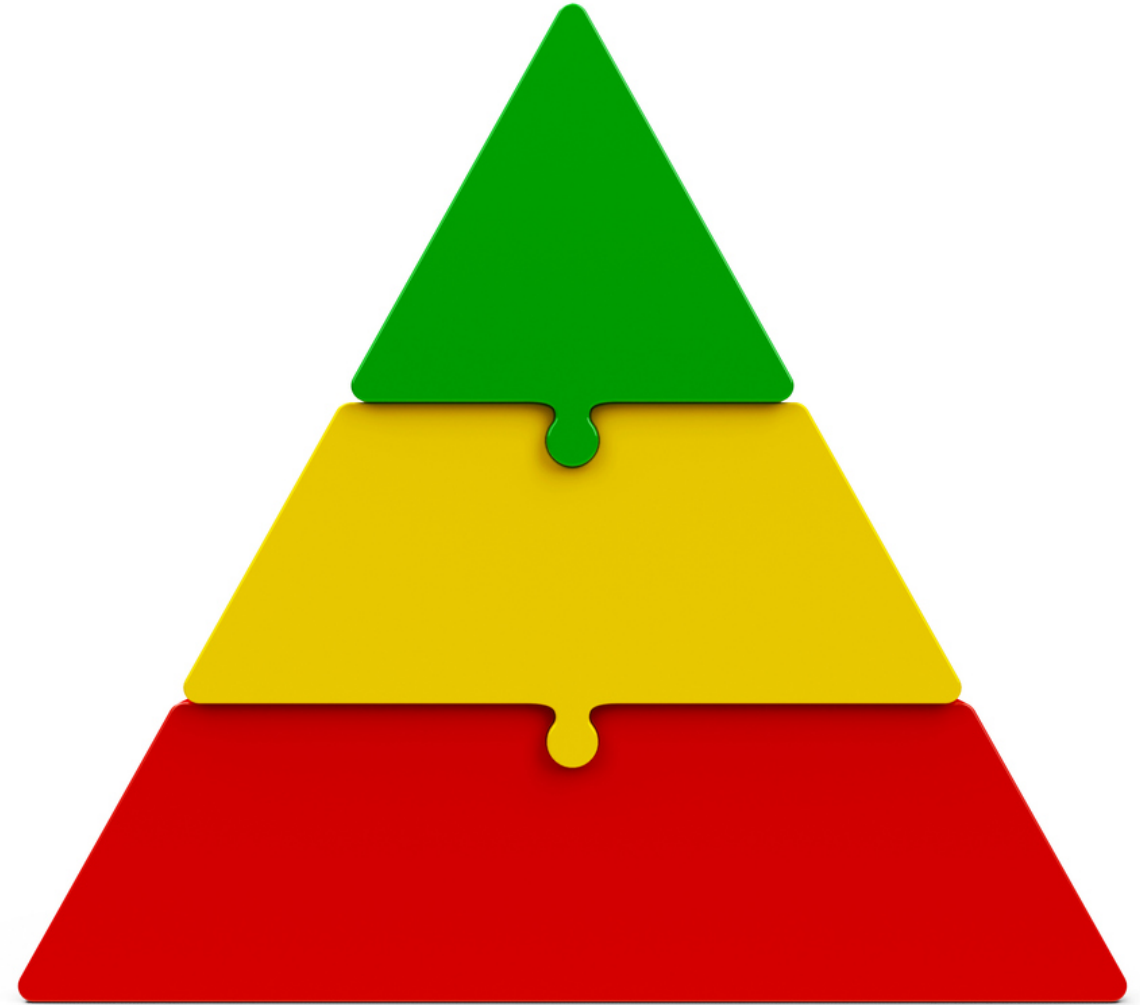


FOR SUPPLIERS & BRANDS:

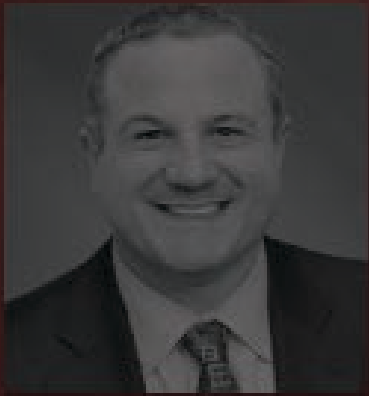
Be agile and willing to work with diverse partners in new ways.

E-commerce is the forethought, not afterthought.

Align packaging and delivery systems with purity and cleanliness.



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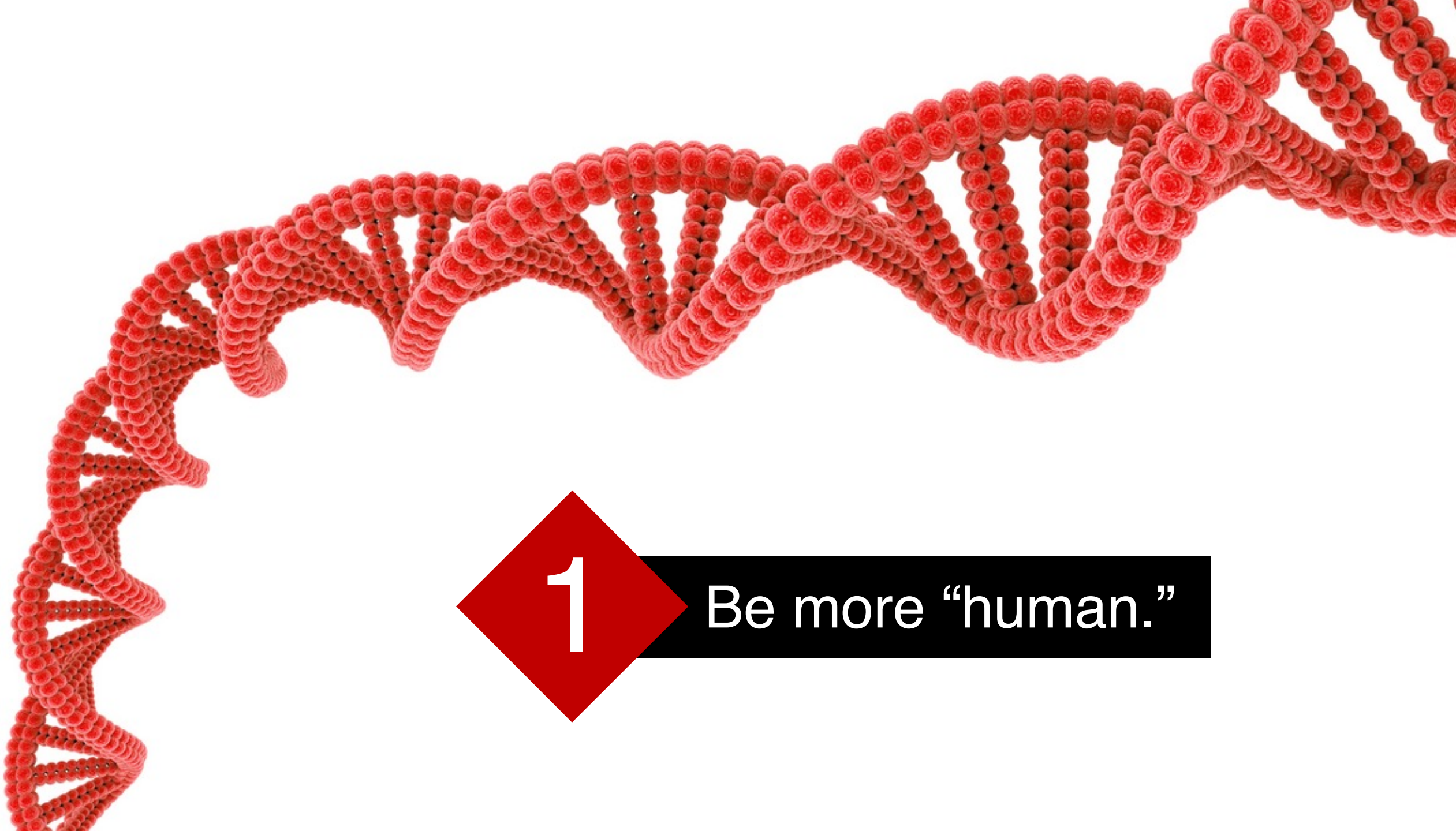
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PART 2: BRAND



1

Be more “human.”

People are a brand's best ambassadors.



You can still “be there.”



images + video





Always be “on brand.”

Every brand has a personality.





Be true to yours.

Help people feel good about you and your brand.



2

EMPATHY



Be open. Be real. Be who you are.

Lower minimums.
Quantity discounts.
Free shipping.
Faster shipping.
Free consultations.
More virtual services.

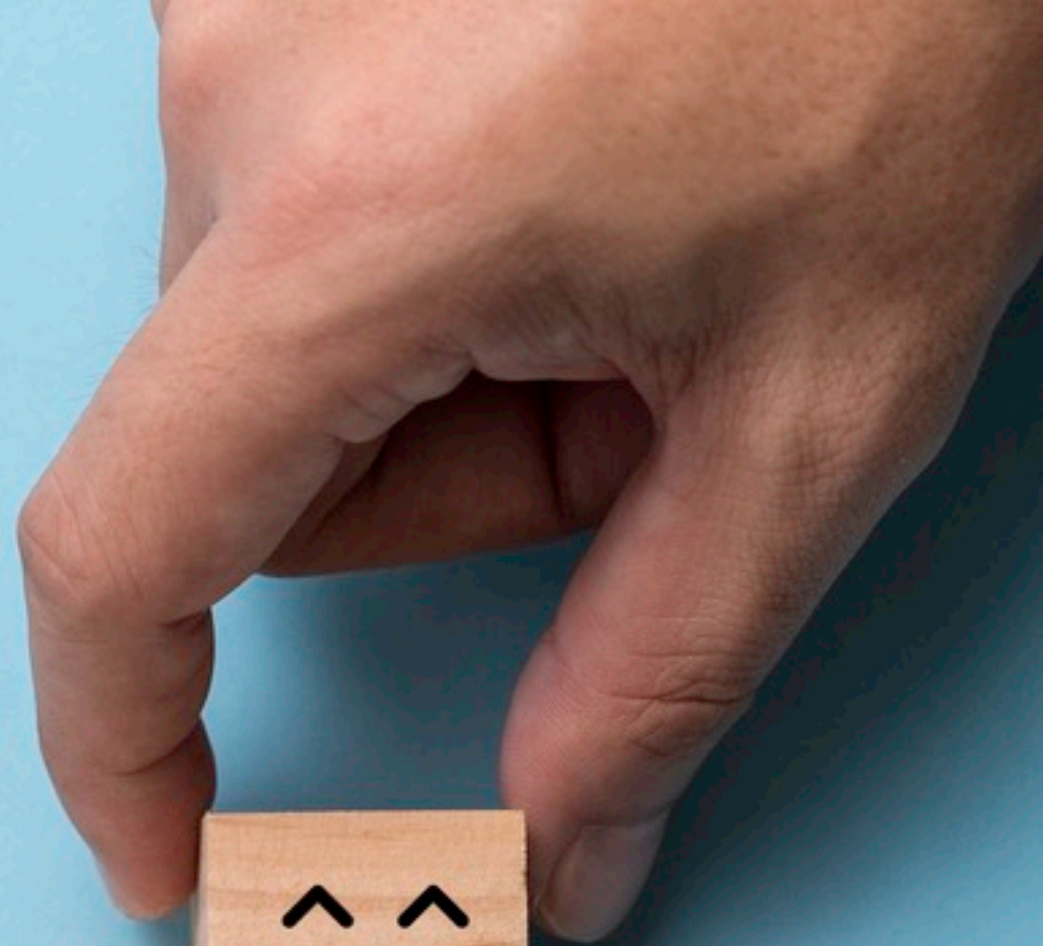




Make the world closer and more connected.

3

Be a friend.





Offer support and help the way a friend would.

Don't sell.



A close-up photograph of a person's hands working at a desk. The person is wearing a blue shirt. Their right hand is holding a blue pen and writing in a spiral-bound notebook. Their left hand is resting on the trackpad of a silver laptop. The background is softly blurred, showing a warm, indoor setting with a lamp. A black rectangular box with white text is overlaid on the right side of the image.

Do your homework.



What were their plans pre-COVID?



What are their post-COVID plans?

How can you help



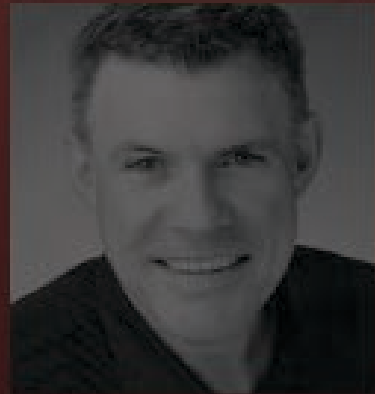
Be a human, empathetic friend



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PART 3: DESIGN



“No product is an island. A product is more than the product. It is a cohesive, integrated set of experiences. Make them all work together seamlessly.”

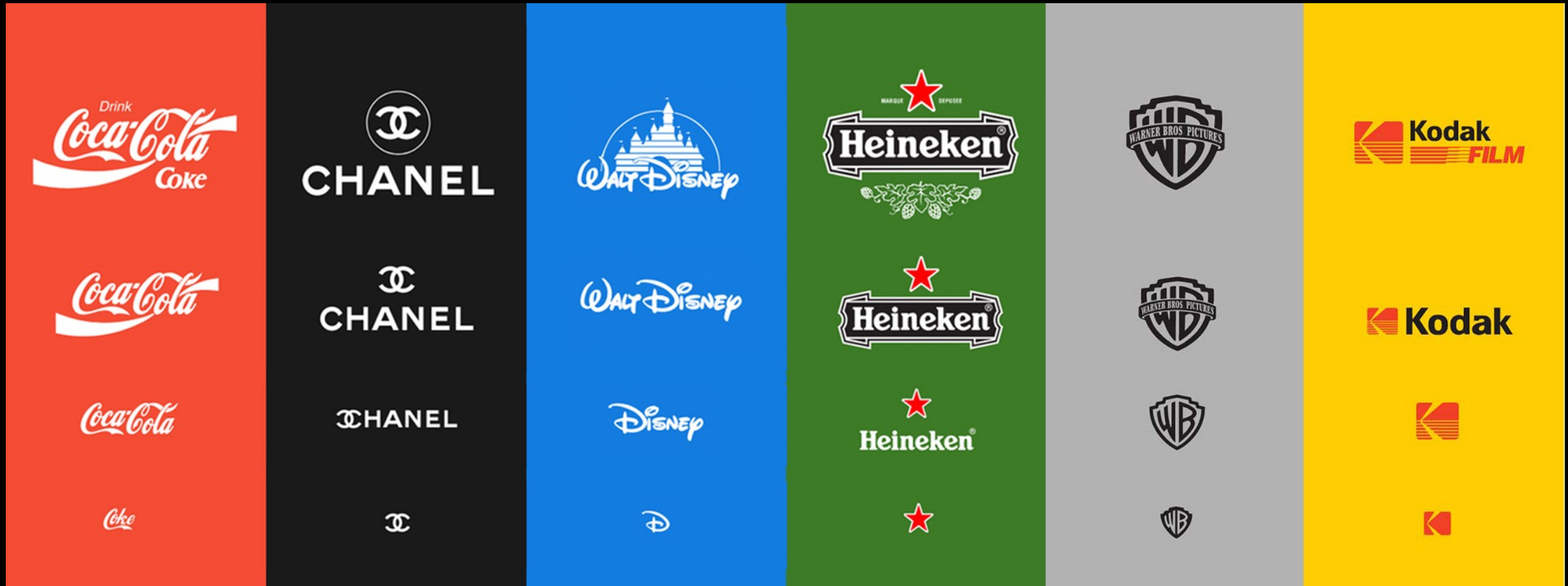
— *Don Norman, inventor of the term “User Experience”*



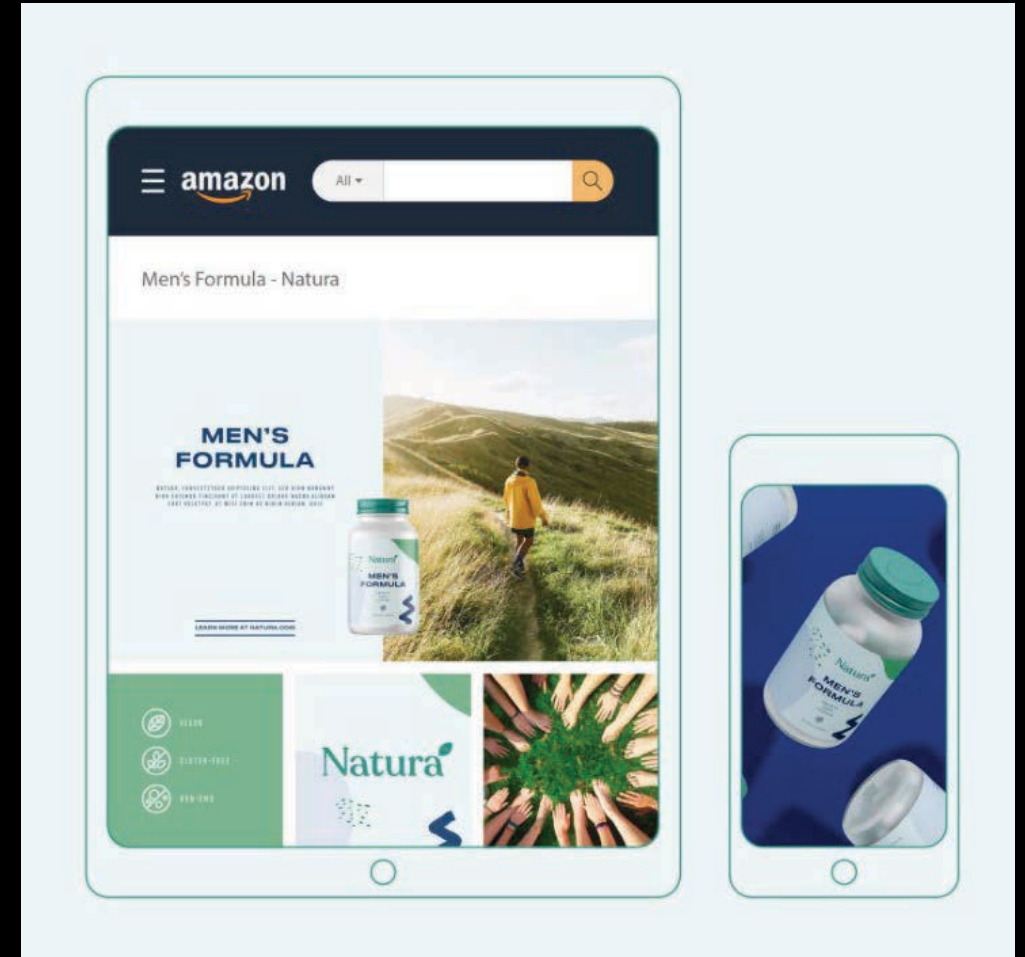
1

The Brand User Experience

FLEXIBILITY: Responsive brands are better represented and easily recognized across various channels.



SYNERGY: Establish and maintain your brand experience across all applications.



CONSISTENCY: Develop a brand guidelines playbook to keep your brand ambassadors on the same page.

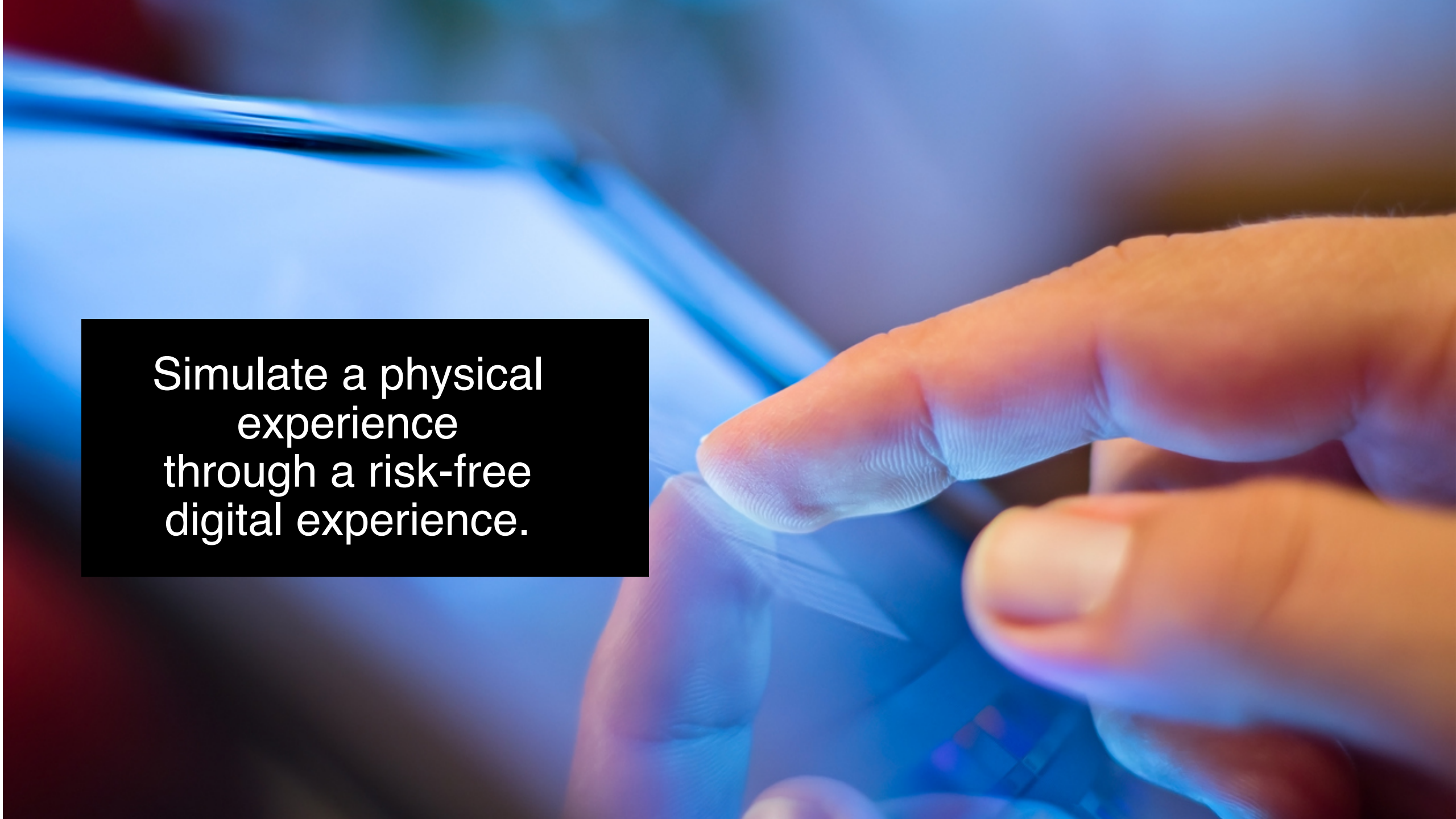




2

The Product User Experience



A close-up photograph of a hand touching a digital screen. The background is a soft, out-of-focus blue light. A black rectangular box is overlaid on the left side of the image, containing white text. The text reads: "Simulate a physical experience through a risk-free digital experience."

Simulate a physical
experience
through a risk-free
digital experience.



Enhanced and increased product photography through website and social.

Demo videos
or virtual tours
of products or
production
innovations.

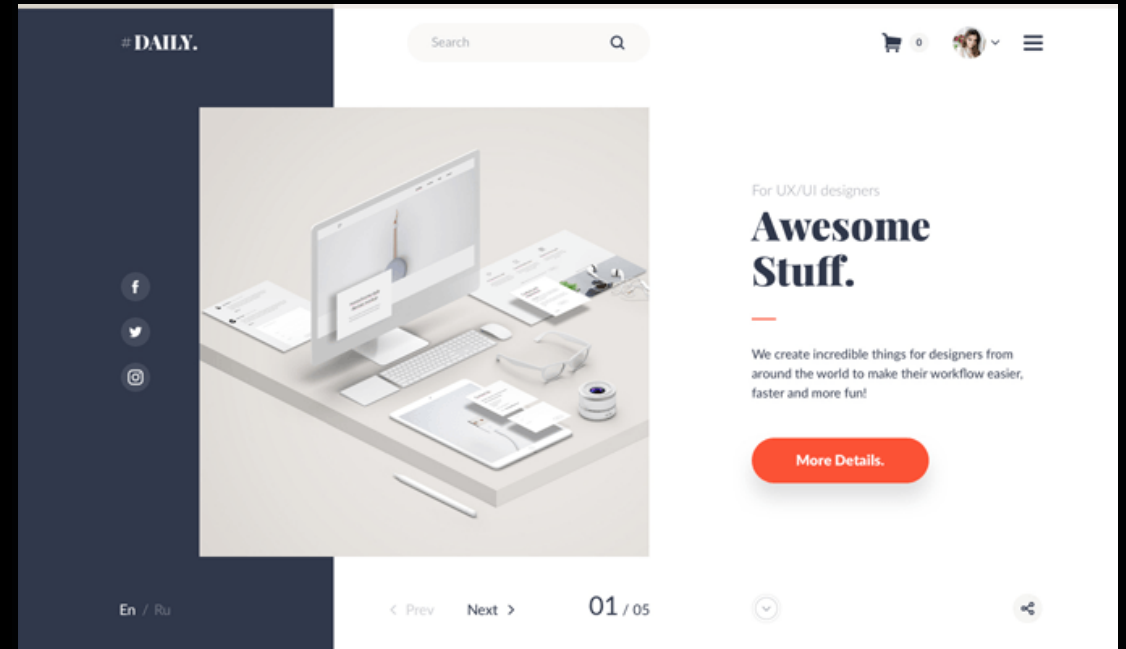
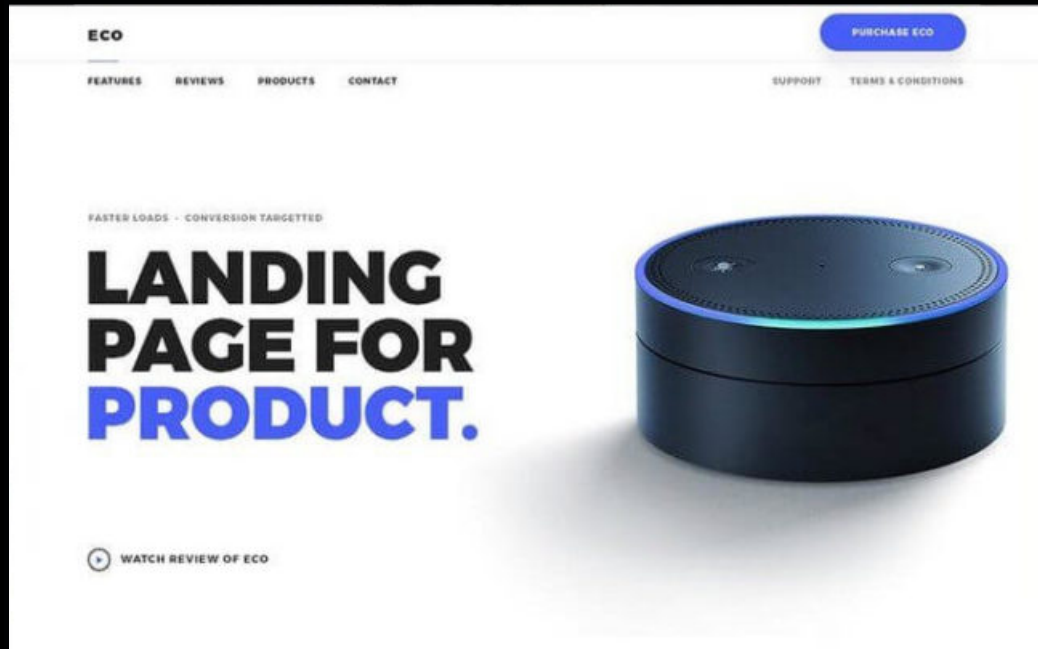




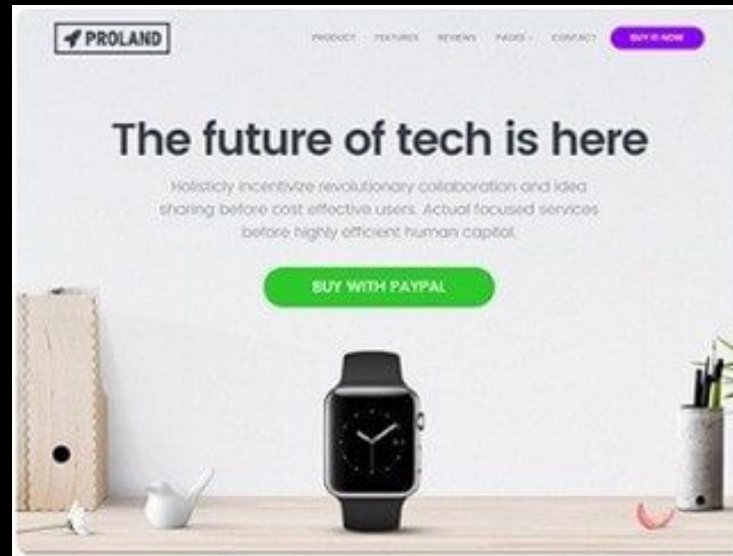
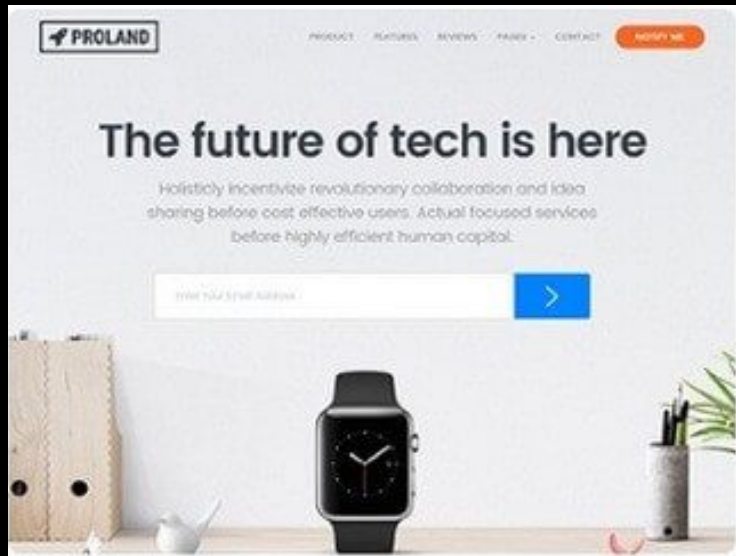
3

The Engagement User Experience

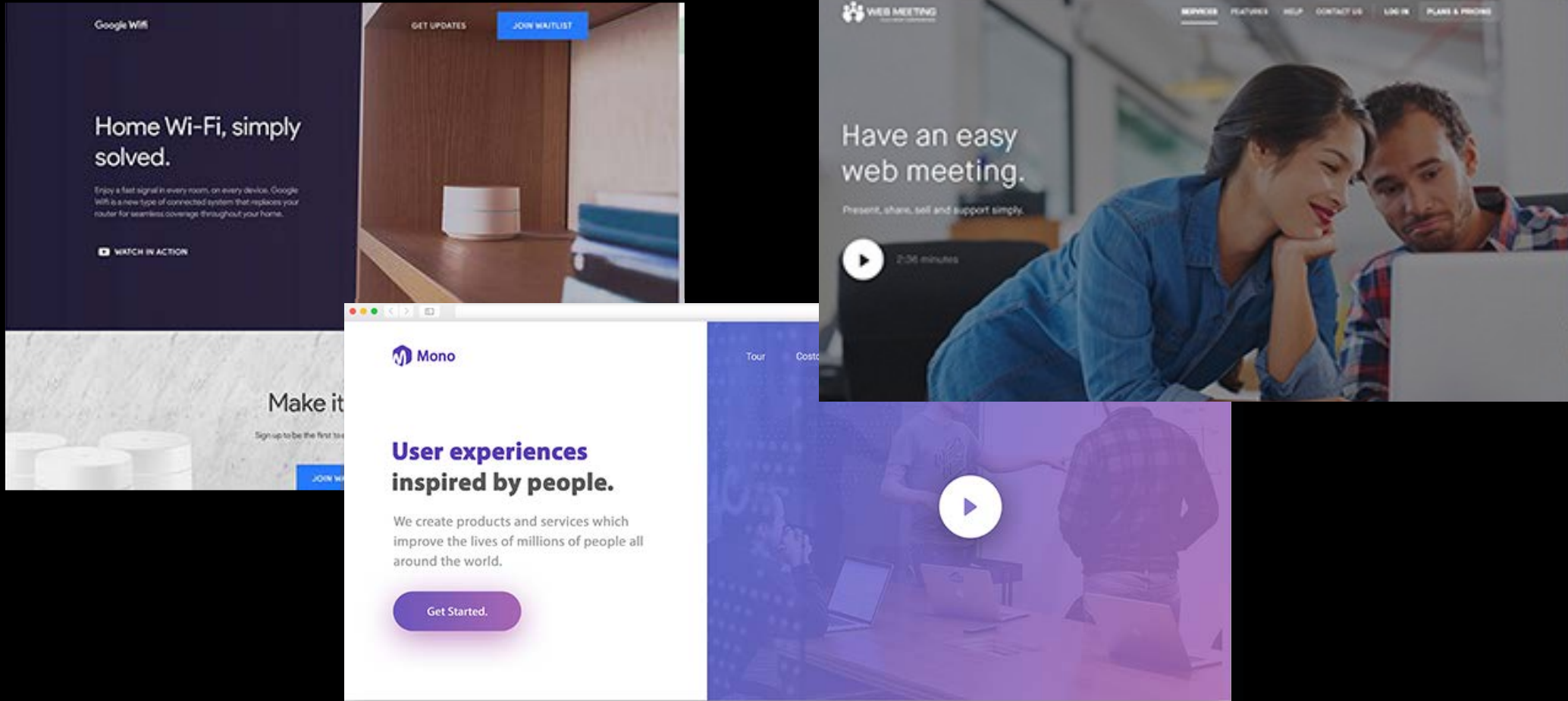
Minimalistic Landing Pages



Clear and Purposeful Calls to Action



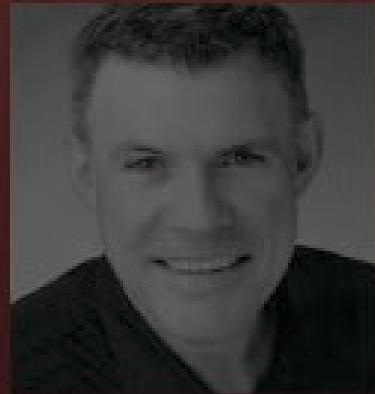
Video Content



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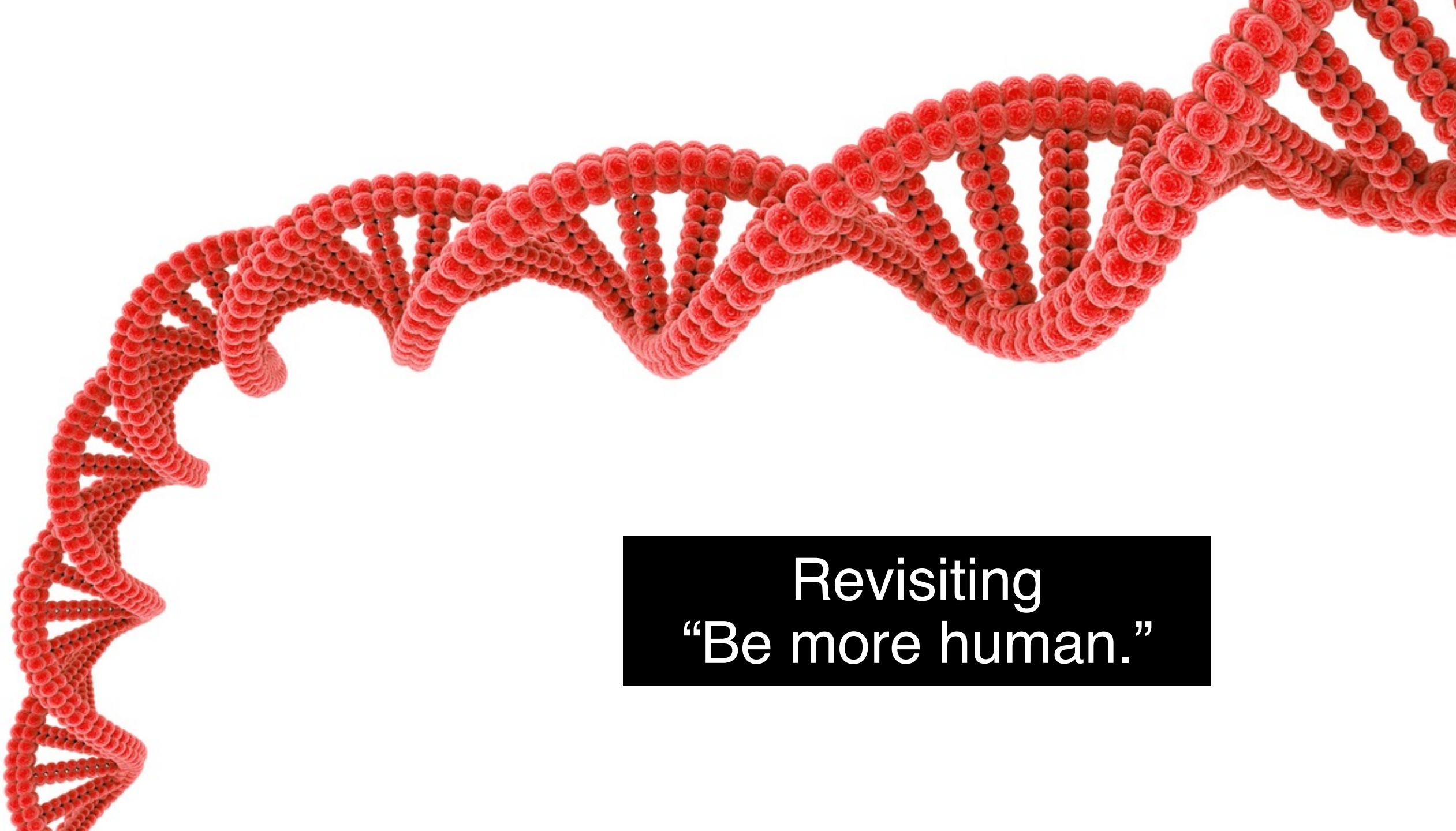
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PART 4: ENGAGEMENT

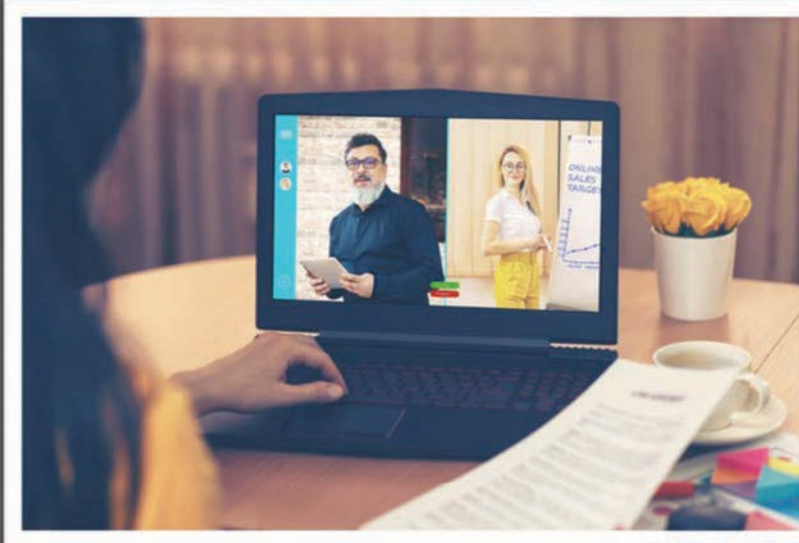
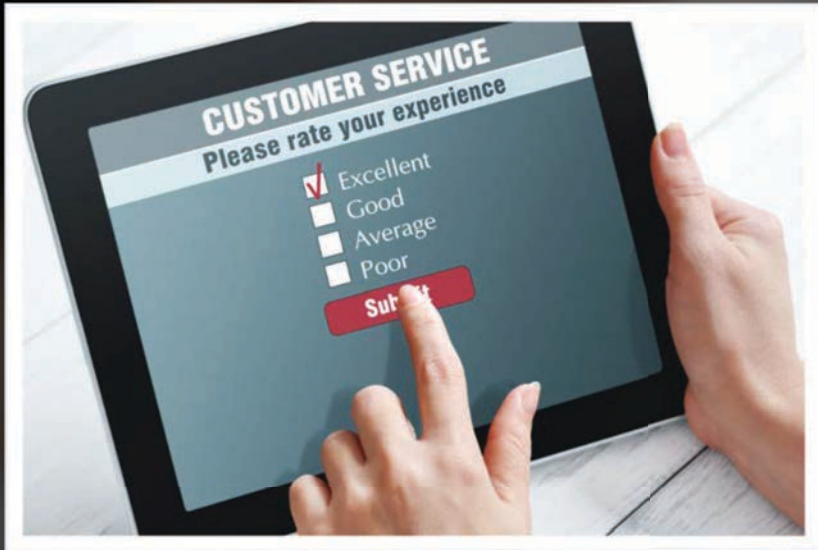


Revisiting
“Be more human.”

Retention is the new acquisition.



Retention is the new acquisition.



- Check in with your customers, send a personal note or survey to let them know you're thinking about them.
- Host a webinar or virtual conference to inform your customers about the latest news and innovations coming out that benefit them.
- Consider enhancing your blog/news outreach with SMS (text) messaging capabilities.



Marketing automation will be essential in B2B.

Take advantage of the tools, but don't forget we are all people.

Marketing automation will be essential in B2B.



- Use your personality in automated email campaigns.
- Include merge tags on your platform.



- Connect with your customer on social platforms, especially LinkedIn.
- Push content that is audience/location specific.

S Stripe
168,300 followers
Promoted

Companies waste \$300 billion of developer productivity every year. Instead, deploy software engineers toward projects that move your business forward.

stripe

Developers waste over **17 hours** a week on maintenance alone.

Harris Poll + Stripe report: The Developer Coefficient

stripe.com

The image shows a promotional card for Stripe. It features a blue and white color scheme. At the top left is the Stripe logo (a blue square with a white 'S') followed by the text 'Stripe', '168,300 followers', and 'Promoted'. Below this is a headline: 'Companies waste \$300 billion of developer productivity every year. Instead, deploy software engineers toward projects that move your business forward.' The main body of the card has a dark blue background with the Stripe logo in white. Below the logo is the text 'Developers waste over 17 hours a week on maintenance alone.' To the right of this text is a circular pie chart with a blue and red section. At the bottom of the card, it says 'Harris Poll + Stripe report: The Developer Coefficient' and 'stripe.com'.

- Leverage available machine learning to better reach your audience with online ads, including social networks & Google Ads.

Invest in connecting with your customer evenly across the entire marketing lifecycle.



Mobile



Social Media



Email



Call center



Website



Print Ads



Store



Feedback

Invest in connecting with your customer evenly across the entire marketing lifecycle.



- ▶ Website
- ▶ Blog Posts
- ▶ Press Announcements
- ▶ Email Campaigns

- ▶ Webinars
- ▶ Publication Ad Placements
- ▶ PPC Ads - across platforms
- ▶ Lead Magnets

- ▶ Social Posts
- ▶ Mailings
- ▶ SMS
- ▶ Phone Calls

There is no “back to normal”

But we will always be humans.



There is no “back to normal”



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