BBA-402

Marketing Management

The Marketing Concept

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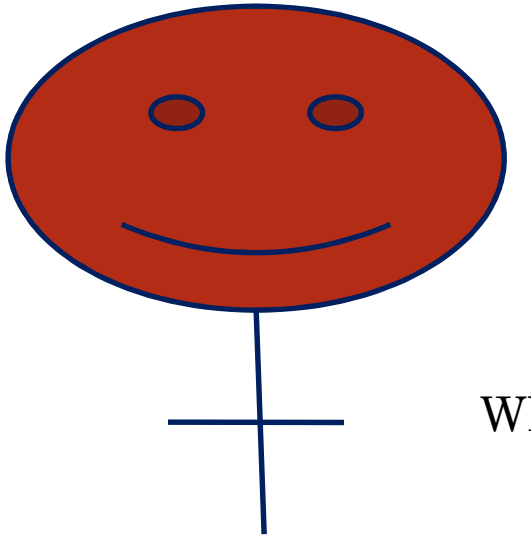
Packaging & Labeling



What Customer Wants?


VERA WANG
LOOK
VERA WANG
LOOK
1.0 FL OZ 30 ml


NEJMA
MI.


TELEVISION BOX
HANDLE WITH
EXTREME CARE
THIS WAY UP


Parlé Agro
FROOTI
TM
Parlé Agro
FROOTI
TM


Chillers
PEPSI
Coke
Minute Maid
Sprite
DASANI
Aquafina
Coca-Cola
Mountain Dew


Frooti
Frooti
FRESH 'n' JUICY
Frooti
bottle PACK
Frooti
Frooti
FRESH 'n' JUICY


Nutrition
Typical Values
per 100ml
Energy Value
180 kJ
(Calories
40 kcal
Protein
0.5 g
Carbohydrate
9.0 g
(of which Sugars*
9.0 g
Fat
0.1 g
Fibre
Sodium
Salt
Vitamin C
(% of the R.D.A.


Nutrition Facts
Serving Size 1 Tbsp (14g)
Servings per container 30
Amount Per Serving
Calories 50 Calories from Fat 45
% Daily Value*
Total Fat 5g 8%
Saturated Fat 1g 5%
Trans Fat 0g
Polyunsaturated Fat 2.5g
Monounsaturated Fat 1g
Cholesterol 0mg 0%
Sodium 85mg 4%
Total Carbohydrate 0g 0%
Protein 0g
Vitamin A 10%
Compare For Yourself!
Per Serving
ICBINB! Light
Butter
Calories 50 100
Fat 5g 11g
Sat. Fat 1g 7g
Trans Fat 0g 0g
Cholest. 0mg 30mg
Naturally Cholesterol Free
INGREDIENTS: WATER, VEGETABLE OIL BLEND (LIQUID SOYBEAN OIL, PARTIALLY HYDROGENATED SOYBEAN OIL), NATURAL SWEET CREAM BUTTERMILK†, SALT, GELATIN, VEGETABLE MONO AND DIGLYCERIDES, NATURAL SOY LECITHIN, (POTASSIUM SORBATE, CALCIUM DISODIUM EDTA) USED TO PROTECT QUALITY, LACTIC ACID, NATURAL AND ARTIFICIAL FLAVORS, VITAMIN A (PALMITATE), BETA CAROTENE (FOR COLOR).
†Adds a dietarily insignificant amount of cholesterol. GLUTEN-FREE

Why Packaging So Important:

Customers are drawn, more than anything, to products that look good. Something that is well designed and interesting is bound to attract more potential customers than a product that is poorly designed and looks bland.

It is, after all, the key part in marketing product and ensuring it sells. It is also the key part in associating a brand to a certain thing- be it a color or a font .

Packaging Design: Where it Begins:

A good design should always reflex the product and the creativity and personality of the company. There is more, however, to packaging design than simply ensuring a package looks appealing.