



# Brand Packaging Design

Ensure consistent branding right out of the box, with powerful brand packaging

If your customer's first impression of your product is through its packaging, you want it to convey the desired personality and brand experience. We work with you to ensure packaging delivers on expectations and beyond.

## THIS SERVICE HELPS TO...

Translate your brand personality into physical packaging

Define packaging design that conveys your desired brand experience

Create an intentional brand experience, right out of the box



## WHAT YOU GET

Because our work encompasses the entire customer and product experience, we are able to deliver:

- ✓ An engaging presentation of the brand packaging concepts and justifications
- ✓ Document an aesthetic vision for your brand packaging
- ✓ Brand packaging that visually and tangibly expresses the desired brand experience
- ✓ End-to-end management of the production process



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## HOW WE DO IT

- 1 We conduct sessions with your stakeholders to understand the brand, vision, mission, and desired brand experience.
- 2 We then develop several brand packaging concepts for review and iteration.

- 4 Customer research, focus groups, and user testing are conducted to validate the designs with real customers.
- 5 We develop a final brand packaging system that is production ready.



## About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

## Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

## Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

+1.416.855.3367 (CAN)

+1.929.989.3367 (US)

+44 (0)1223 853907 (UK)

[contact@akendi.com](mailto:contact@akendi.com)