

# PACKAGING DESIGN

*Package design creates anticipation for the experience that the product will create. Be sure that interaction is what you intend.*

A customer's experience with your organization, product, and brand includes – and may begin with – your product's packaging. The difference between an intentional experience and an accidental one can mean the difference between a product's success or its failure. Akendi creates functional, appealing and useful packaging by understanding customer needs, wants and desires and how and where the product is actually used.

## OUR SERVICE

Akendi's design experts are experienced in developing Packaging and Packaging Systems that are practical, appealing and build anticipation.

Our proven approach ensures that organizational input is gathered and customers are learned from throughout the creation process. We design packaging solutions that communicate the brand voice and key selling features and provide users with a clear information system that allows them to make an efficient purchasing decision, all while understanding and respecting government and labeling restrictions.

We then apply a visually captivating design that invokes positive feelings, creating a successful customer experience that can be translated into market and financial success.

## ABOUT AKENDI

Akendi is a human experience design firm, leveraging equal parts user experience research and creative design excellence. We provide strategic insights and analysis about customer and user behaviour, combine this knowledge with inspired creative design, and architect the user's experience to meet organization goals. The result is intentional products and services that enable organizations to improve effectiveness, engage users and provide remarkable customer experiences to their audiences.

## BENEFITS

- Gain a better understanding of your customers and users
- Define goals and objectives for product success
- Convey your corporate image consistently across product lines
- Stand out from the competition by better engaging customers
- Gain market share and attention in the media
- De-risk the packaging development process
- Test product with customers and users to gain contextual feedback

## CALL FOR A CONSULTATION

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

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## OUR PACKAGING DESIGN PROCESS

### Visioning

- Define business requirements
- Review design issues
- Determine customers and users

### Customer Research

- Conduct customer interviews
- Define segment characteristics, tasks and context of use

### Competitive Analysis

- Define competitors
- Comprehensive audit of space
- Learn product differentiators

### Visual Design

- Create unique brand presence
- Use style, shape, typography, colour to represent brand voice

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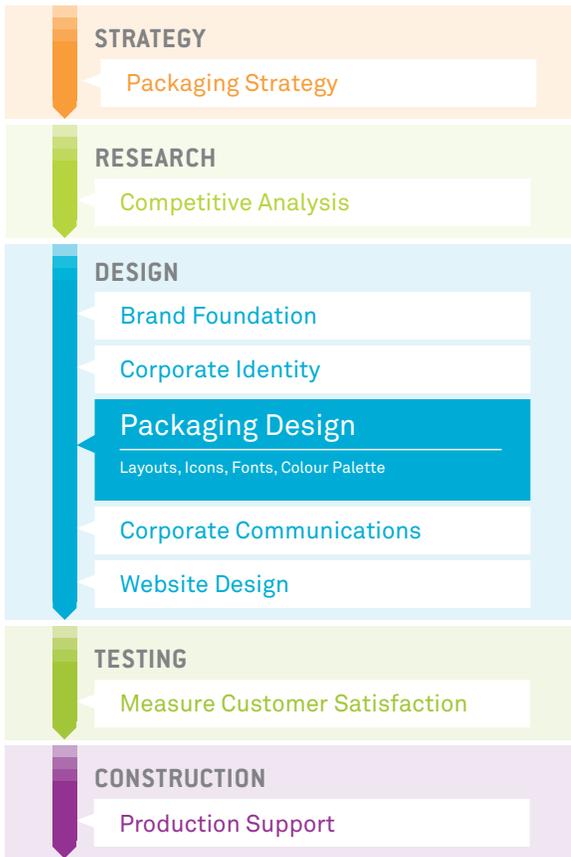


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## OUR APPROACH

Our approach to Packaging Design follows our trademark Experience Thinking™ process. We begin by conducting visioning sessions with key company stakeholders to understand the corporate brand, products, services and market positioning. We then conduct research with existing customers, partners and prospective customers to understand their challenges, needs, expectations and preferences.

Conducting a competitive analysis allows us to examine your competitors' presence and identify opportunities to stand out. Next we create a packaging strategy that allows us to understand the ecosystem in which the products live, key customer needs and market research data in order to inform our design decisions.

The visual design phase is iterative and collaborative. We present you with multiple creative concepts that meet business objectives and captivate your target audience. We then challenge our concepts against the project goals and audience needs and expectations, arriving at an engaging packaging solution that meets user needs and expectations every time.

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Packaging Design example

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