



WHITLAM GROUP

Whitlam Group  
24800 Sherwood Ave,  
Center Line, MI 48015  
Phone: (586) 757-5100  
Fax: (586) 757-1243  
whitlam.com

## DESIGNING A CREATIVE LABEL THAT STANDS OUT WHITE PAPER



Brand owners are continually challenged with connecting their brands with consumers and differentiating on shelf.

A strong brand identity allows consumers to recognize and remember your products; while building trust, loyalty, and positivity with consumers.

But...Research has found that brands are more often chosen for emotional reasons.

DO YOU NEED TO:

Revitalize Your Brand?

Connect with Consumers?

Differentiate Your Product on Shelf?

Grow Your Brand on Social Media?

DID YOU KNOW...  
70% of the buying  
decision based on  
packaging design

# Designing Creative Labels That Stand Out

Make your product stands out on store shelf(s) by creating a label solution that enhances your product and catches the eye of the consumer.

Understanding technology and features that are out there to enhance your label products in very important. From unique materials to inks and different coatings, in today's world you can do so much more with your label.

## Materials:

- Metallic Materials
- Kraft Paper
- Recycled Material
- Films

## Metallic Materials

Using a metallic material makes this label appear like gold in areas.



## Inks & Coatings:

- Glow-in-the-dark
- Matte
- Pearlescent
- Scented
- Tactile
- Thermochromic



## Finishing:

- Embossing / Debossing
- Hot & Cold Stamping
- Reverse Printing
- Die-Cutting
- Lamination

## Thermochromic

Using Thermochromic ink allow the orange ink to appear when product gets cold.



## Printing Techniques that make a BIG impact on your label

- Personalization
- Extended Content
- Hot & Cold Foiling
- Direct Thermal Printing
- Embossing
- Thermal Transfer Printing
- Peel & Reveal
- Tamper Indicating

Here are some things to consider when developing your products label.

## PLAYFUL COLORS, DESIGNS, AND GRADIENTS

Bold packaging colors along with the rise of playful graphics on packaging, with unique typography and quirky design convey a lightheartedness that may suit brands targeting a youthful audience. One trend within unique package graphics is the popularization of color gradients. From logo design to packaging, brands are adopting gradients for their visual interest that is both subtle and striking. Gradients provide complexity without adding busyness, which makes them extremely dynamic.

## TRANSPARENCY AND CLEAN LABELS

Clean and transparent labeling strongly affects the packaging industry's food sector. More and more U.S. consumers are scanning food packages with their smartphones to find out exactly what they contain. Brands answered the clean and transparent trend with the implementation of smart type label solutions. The label(s) code, QR code, or other print to web items immediately connects consumers to a landing page with transparent information about how clean this choice may be. This desire for transparency will likely remain strong and new consumers to the brand will be more likely to purchase a newly launched food product that has clear product information.

## SUSTAINABILITY

The green movement!!! Every company that deals with packaged goods should consider joining the green wave. It is all about responsibility through sustainable goods and environmentally friendly products. The green scene also involves smaller packaging.

Many brands are converting to sustainable packaging made from biodegradable materials like paper or hemp. Others are focusing on reducing the amount of packaging each product has. This cuts down on the product's weight and shipping cost, and it sends a positive message to consumers.

# PERSONALIZATION AND SEASONAL MARKETING

## SEASONAL

Seasonal designs can include special runs for Holidays and special occasions such as Anniversaries.

Even if you are not in a seasonal business – customers react to different seasons in predictable ways that you can leverage.

## PERSONALIZATION

70% of marketers believe personalization has a strong or extremely strong impact on consumers.

There is no one-size-fits-all in personalized packaging. In fact, that is the core philosophy behind this trend. Personalization allows a company to promote their name and brand in a forceful way that stands out from competitors.



Look at what Coke-a-cola did when they personalized their bottles for there "share a coke" summer campaign with people's name. Which credited for increasing there US soft drink sales 0.4%.

Execute variety of go -to market promotions

## EXTENDED CONTENT LABELS

Expand your label space without expanding your product's packaging.

Tell your products story or educate the consumer on your product.

Extended Content Labels can include:

- Instructions
- Promoting sweepstakes and giveaways
- Warnings
- Debuting a new product
- Drug facts
- Attracting buyers with coupons
- Regulatory information
- Recipes and ingredients
- Multilingual information
- Nutrition information





# PROTECT YOUR PRODUCT

Protect the product on shelf, from theft and tampering. With authentication options and tamper proofing, it is important to the consumers to understand and see that your product is safe.

## TRACK & TRACE



## TAMPER EVIDENT



## AUTHENTICATION



# PROMOTIONAL

## ADD PROMOTIONAL PIECES

Promotional Products are designed to increase brand awareness. They are an incredibly powerful marketing tool that allows a brand to connect with consumers.

Promotional products can include discounts, rewards and special offers. They can also be seasonal designs and offers.

## Coupons

Using Coupons as your promotional piece can attract and capture sales at point of purchase, generate repeat purchases, build loyalty, and incentivize consumers to trade brands.

Coupons have a low-cost investment that can generate a big return. About 20% of females and males both look for printed coupons at least once a week. 36% of Millennials and 29% of Gen Z often use coupons.



## Games and Sweepstakes

Printed games and sweepstakes can build your loyalty with consumers and keep them coming back while bringing you immediate and measurable ROI.

Some of the most popular loyalty programs include:

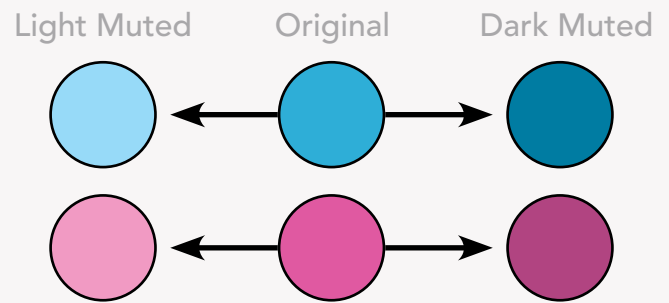
- Peel and Reveal Labels
- Variable Images/Codes
- Scratch-Offs
- QR Codes



# 8 DESIGN TRENDS FOR 2020

## 01 Muted Color Palettes

Brands are stepping back from using vivid and bold colors and are using more muted color palettes in their designs.



## 02 Color Gradients

Gradients have been popular for the past few years. The difference this year is that gradients are not being limited to just backgrounds but are also being added into illustration designs.



## 03 Line art

Line art keeps a brand simple and fun at the same time. It gives the design a personalized touch but still keeps it professional as well.

## 04 Free spirited typography

Taking a step away from the traditional serifs and san serifs and using modern lettering is a popular trend in brand design. It allows your brand to speak for itself.

Free Spirited  
**Free Spirited**  
Free Spirited  
**Free Spirited**  
*Free Spirited*

## 05 Optimistic brand design

Yellows and oranges represent a youthful and uplifting brand. Consumers are craving a happy and youthful vibe as we enter this new decade full of doubt and uncertainty.



## 06

Cleanliness and simplicity with a strong focus on negative space. This gives your brand a luxury feel which comes from keeping things very simple.

## 07 Metallic materials

Using metallic materials can help your brand stand out. Let the metallic show through in areas of your design you want to focus on.

## 08 Earth-toned/natural branding

Protecting the environment continues to be a growing trend. Using natural and earth-toned colors in your design associates your brand with a Eco-friendly product.

# DESIGN CASE STUDIES

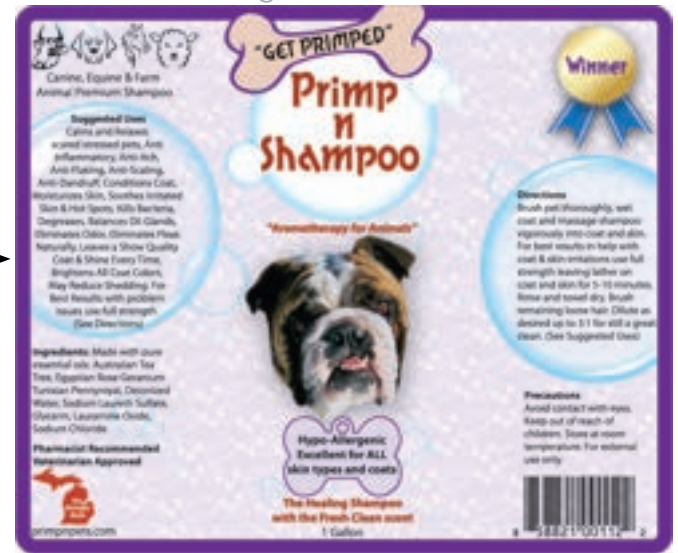
## 01 Primp-n-Poo

Primp-n-Poo wanted a refreshing look more eye catching and animal-friendly design. They wanted to keep some of the shampoo bubbles along with the picture of their dog and told us they liked the color purple. They wanted to add some cartoon like characters of other animals that this animal-friendly shampoo can be used on. With a few more little details added we came up with this awesome re-design label for their product.

Original



Whitlam's re-design



## 02 R colte Meads

R colte Meads had a rough idea of what they wanted as their label. They sketched out their idea and we were able to bring it to life.

Original



Whitlam's design

