

**SCHOOL OF  
DESIGN AND  
CREATIVE  
ARTS**

# **Starpack Hack 2023**

**Introduction to Branding**

**Dr Nikki Clark**



**This session will be recorded.**



**Loughborough  
University**

# Intended Learning Outcomes

## Lecture Structure

### 1. An introduction to Branding.

- What we mean by branding in a broad sense for packaging.
- Brand purpose, identity and elements (tangible & intangible)
- Brand and the designer.

### 2. Applying branding to your Starpack entry.

- What are the briefs asking for?
- Glenfiddich Casestudy





# 1. Introduction to branding





**“Brands have long provided millions of people with a sense of belonging, regardless of their origins, skin colour, or political views.”**

**So, what are brands to you?**

(Source: Malinic. R., Book of branding, 2019, p. 12.)





# Branding...

- Shapes how people view your product.
- Generates an emotional response.
- Can engage all the senses.
- Creates something people will buy into, follow, fall in love with and cherish; enthusing others.
- Develops uniqueness, a product/service with a personality, voice, and public presence.



# How do we define branding?

1. Defined by visual identity, symbol or trademark.
2. Defined by the tangible and intangible.
3. Defined by customer perceptions.
4. Defined as a holistic system.
5. Defined by a promise of contract.
6. Defined by vision, values and actions.
7. Defined by a sense of social grouping.

(Source: Branding in five and half steps, Michael Johnson, p.16 - 17)



*Top 4 Global Brands in 2022.*

# Brand Purpose

“Brand purpose is about the why, what and how – it’s what makes a passerby become a customer, fan and eventually, a devotee.”

(Source: Malinic. R., Book of branding, 2019, p.44.)

## Starbucks purpose:

“To inspire and nurture the human spirit – one person, one cup, and one neighbourhood at a time.”

(Source: Branding in 5 and half steps, Michael Johnson, p.89)



# Brand Identity

## Brand Identity:

Brand Font:

Neue Haas Unica W1G

Brand Logo:



*Maia meaning 'great or mother' in Greek. In mythology Maia was portrayed as a nurturer, mother and nurse.*

Brand Icon:



Brand Colours:



*Sage green primarily representing wisdom, intelligence, and experience. Along with green's other symbolisms which include harmony, nature, and freshness. Orange is associated with meanings of warmth, encouragement, health and balance.*

## Voice & Tone:

**Simple & Direct:** Writing in a straightforward and easy to understand way.

**Genuine:** Speaks to users in a familiar, warm, and accessible way.

**Affirmative:** To boost the confidence of the user to empower and motivate them to achieve their desired outcomes.

## Mission and Vision:

To inform, support and empower every individual to help them take control of their menstrual health in order for them to focus on and achieve their goals.

## Core Values:

**Human Centred:** Focus on the user and all else will follow.

**Compassionate:** Kind and caring to everyone.

**Reliable:** Gain trust by satisfying the user with superior quality, value and service.

**Inclusive:** For everyone that requires it.

## Positioning:

A credible and reliable brand that fulfils a market gap and offers functional and aesthetically pleasing products and services, available for the majority.



## Target Profiles:

**Age Range:** 18-45 years.  
**Gender:** Female and AFAB

### Examples:



**Name:** Sarah Reed  
**Pronouns:** She/Her  
**Job:** Corporate Lawyer  
**Salary:** £75k per annum  
**Relationship Status:** Married  
**Location:** Chapel Allerton, Leeds  
**Age:** 41



**Name:** Cairo Walker  
**Pronouns:** They/Them  
**Job:** Freelance Photographer  
**Salary:** £20k per annum  
**Relationship Status:** Single  
**Location:** Easton, Bristol  
**Age:** 29



**Name:** Lucy Harris  
**Pronouns:** She/Her  
**Job:** Media Researcher  
**Salary:** £25k per annum  
**Relationship Status:** Single  
**Location:** Brixton, London  
**Age:** 24



Brand Name

ESTAR PIRIPI

Strapline

for every amigo

Typeface

Tequila Blanco - Region: Santiago de Tequila, Jalisco, Mexico

Audience

Target Market - For the party animals, age 18 to 25

Brand Story

Brand Story:

Quite literally translating to 'to feel tipsy', Estar Piripi is the Tequila for those who like to take happy hour to the next level. Whether it be shaken, stirred, sipped or shot this tequila blanco goes down a treat.

Estar Piripi is made from 12-year-old blue agave plants that have been cooked in traditional stone ovens and then double distilled in copper pots to create the smoothest drinking experience. Estar Piripi's distillery is situated in Santiago de Tequila the home of where the Spanish first distilled fermented agave liquid to make the tequila we all know today.

Flavour Profile:

Bold agave front flavour with the lingering sweetness of vanilla and the subtle spice from cracked black pepper.

Drinking Suggestion:

Salt, Shot, Lime!

700ml  
42% alc/vol



Symbols

Brand inspiration

Colour Palette

# Visual Identity (Tangible)



Logo's



Typefaces



Colours



Symbols

# The Intangible Brand

“ The best brands are those which use their underlying brand narrative to empower their followers. They take on the role of a friend, become somewhere people feel safe and welcome, and are as much a way of life as a product or service.”

They create an experience.

(Source: Malinic. R., Book of branding, 2019, p.18.)



# Brand Personality

The tangible and intangible elements of a brand form its brand personality. This includes:

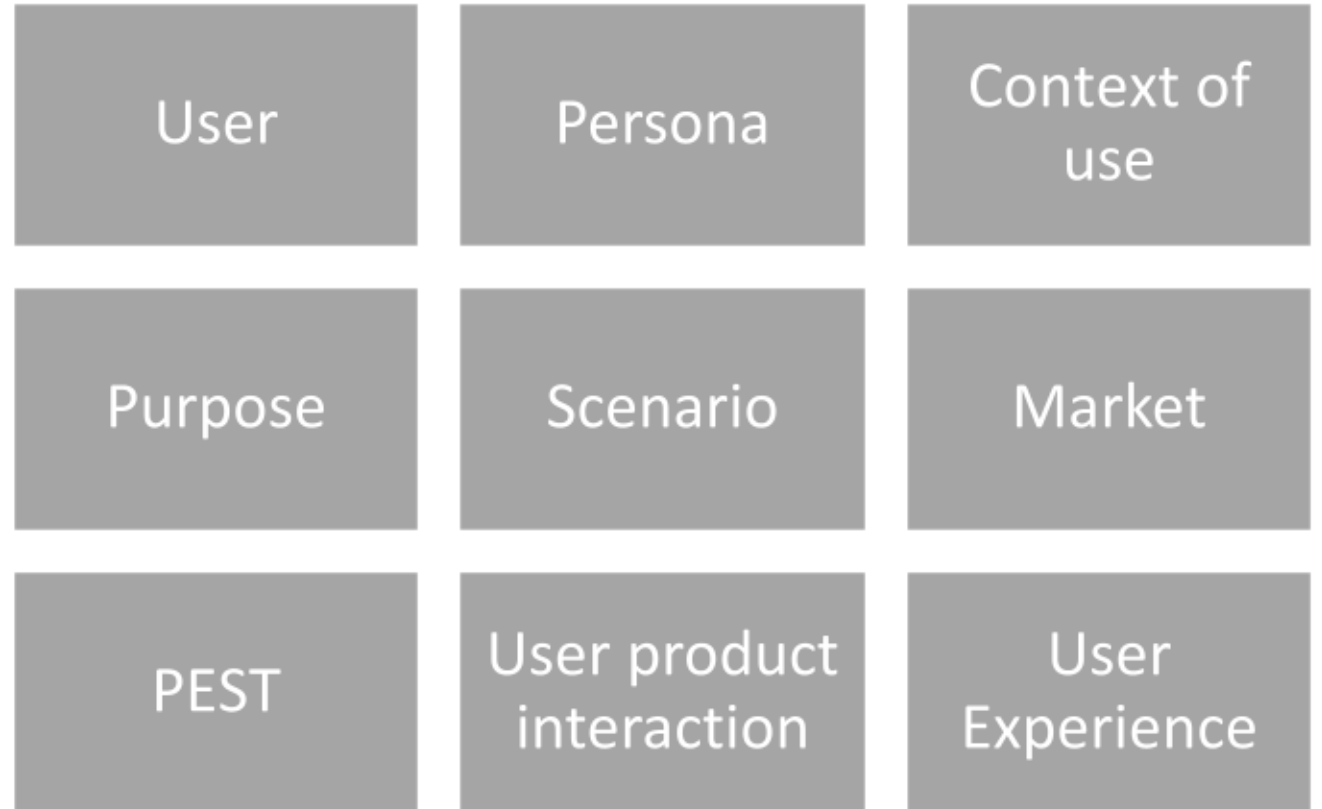
- Functional attributes
- Aesthetic attributes
- Price point
- Marketing
- Behaviour (organisation who delivers the brand)
- Dress (how it is presented)





# How do we visualize / realise a Branded product?

Need to use **characterising** to establish each of these for your brand and therefore your pack design.



# Your audience (the user)

“A brand is a person’s gut feeling about a product, service or organisation.”

Marty Neumeier

A memorable brand makes your user feel something, an emotional connection.

What thoughts, feelings, and perceptions do you want the user to have towards your brand?



# Brand and the designer

Consider the brand's product category, price point, messaging, purpose and beliefs.

User persona's help the designer to empathise with the fictitious target user.

What would they want from the brand experience?

Consider the user experience at purchase, use and end of use stages.

Continually search out what makes the brand unique.

Keep it simple!





## 2. Applying branding to your Starpack entry



# What 'branding' are the briefs asking for?

## Brief A:

*"The brand design, values and communication messages are essential, as well as the actual design of the packaging. You will need to demonstrate real 'shelf appeal'."*

*"The brand messaging for the product is equally as important as the design of the packaging. It should include a justification of why aluminium is the best choice for the packaging, not simply a different material choice, as well as the messaging for the product."*

*"Example market segments to consider: Ground & Bean Coffee, Salted snacks, Confectionery, Sweet snacks, Food pouches, Culinary sauces, Dried pulses and fresh or frozen convenience food such as ready meals or bbq foods." – Find existing brands to use to make your project realistic.*

# What 'branding' are the briefs asking for?

## Brief B:

*"Your brief is to design a promotional soft drinks bottle that will **elevate your chosen brand**, and allow **consumers to identify** with the World Cup **euphoria**."*

*"What can be done to **drive shelf stand-out** and **pack recognition** via an **iconic design**?"*

*"Evidence of research into **selected brand**, and why you have chosen it." - **select an existing drinks brand.***

*"**Consumer Convenience** - **Functionality** – opening, closing, handling, disposability and suitability of the product." – **scenario of use and user experience.***

*"Relevance to **target marketing group**." - **who is the user group? Develop a persona.***

# What 'branding' are the briefs asking for?

## Brief C:

*"Develop a new, exciting and beautiful pack for a fictitious Champagne or Sparkling Wine brand targeting the quality retail gift sector."* - you must create a fictitious brand for this brief .

*"Creative branding to enhance shelf impact and consumer appeal."* – you need to create the brand.

*"The pack should have real shelf appeal and showcase what can be done with metal."*

*"An appreciation of how retailers can present the product to consumers."* – consider both the user and where the pack will be sold.

# What 'branding' are the briefs asking for?

## Brief D:

*"Grocery retail is a very busy environment with brands competing to attract shopper's attention as they enter and navigate around the store."*

*"Brands need to attract consumers and market products successfully by using POS displays that grab the attention of shoppers and differentiate from the competition."*

*"Provide an innovative and creative solution for the promotion and display of Walkers Core 6pk flavours Cheese&Onion/Ready Salted/Salt&Vinegar. Walkers #Crisp In OR #Crisp Out campaign."*

*"PepsiCo do not advertise to children." – **Pepsico own Walkers, use the existing Walkers crisp branding. Consider who your target adult user is.***

# What 'branding' are the briefs asking for?

## Brief E:

*"consumers are becoming more frustrated by the challenges presented by the use of single-use plastics, actively choosing to not to purchase brands where the packaging is not easily recyclable."*

*"identify any product which is currently packed and distributed using a single use plastic and to design an innovative packaging solution replacement using 100% corrugated material."* – **suggest identifying existing packaged product and use the product's brand to develop your design.**

*"Consider how the structure and graphic design elements used on the pack can enhance the consumers perception of the brand."* – **structure and graphics must work together to promote the brand.**

*"Consider how the product will be displayed at point of sale/purchase."* – **shelf appeal!**



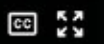
# **Creative Branding in practice...**

## **Case study: Glenfiddich**





# Wallpaper\*



# Case study: Glenfiddich – time reimagined

'I've always been fascinated by data and nature, and how mathematics inside nature work, and become forms and textures and colours,' says García.







# In summary

## We've learnt that:

- Branding creates something people will buy into, follow, cherish; enthusing others.
- Develops uniqueness, a product/service with a personality, voice, and public presence.
- Branding has a purpose and identity, with tangible and intangible elements.
- A memorable brand makes your user feel something, an emotional connection.
- You need to consider the brand user experience at purchase, use and end-of-use stages.
- Read the brief and see what they are asking for relating to brand.



**Thank you, any questions?**

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