



# SUCCESS, FAILURE AND DESIGN THAT MAKES THE DIFFERENCE

**S**mart marketers appreciate the importance of packaging design in their marketing mix, says Jenny McMillan, Business Development Director at Brother Design. “It is, after all, the element that delivers your product into consumers’ hands. While broadcast communications, or even supposedly targeted digital advertising, are steps removed from your product, its packaging is like a person’s clothing. As the last thing consumers see before they make a purchase decision, and sometimes the only

communication platform they see at all, its role is crucial.”

McMillan says: “At Brother Design, our reason for being is to make brands successful through design. Brands like Farrah’s, Tasti Foods and other businesses big and small have trusted us to give their products the edge they need, succeeding in the face of fierce competition and stringent listing practices. We’ve learned a great deal about what makes the difference between success and failure on shelf, and we’ve counselled many would-be clients on their ideas even before the design process begins.

“Successful design brings immediate rewards: sales can literally shoot up overnight because of it. An example is Farrah’s wraps, an excellent product whose potential was unleashed by clever design. The key is to build a thorough understanding of the market that a product enters, including the environment where it’s purchased. It’s something we manage using an efficient, proprietary process and it makes all the difference in the world.

“There’s a lot to consider in making a success of any FMCG product. But investing in quality design is a must,” says McMillan.