

**PACKAGING** *in* **ITALY**®

DESIGN AGENCY FOR PACKAGING POSITIONING

# Packaging with Genetic Profit™

**HOW**

**AN EVERLASTING PRODUCT IS BORN  
WHICH WILL GUARANTEE YOU  
SALES FOREVER**

by Michele Bondani



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# Why this ebook?

For almost 20 years I have dealt on a daily basis with entrepreneurs and marketing directors who have just one requirement: to obtain better results from the sales of their products. A few years ago I identified the **scientific formula** which will allow a product to be successful. In this formula the packaging plays an important part, but the company, the entrepreneur and the marketing office must do the rest. This ebook is intended as a guide to help every company (from a micro business to a big corporation) to organise its resources as best as possible in order to obtain sales results which are impossible to attain without a real team effort.

## Who it is aimed at

I have written this ebook with entrepreneurs and marketing directors in mind. I have tried to deal with the topics from the most important point of view for the person who spends every day in the trenches: **sales results on the shelves**. Indeed, of the many remarks that I could have made, I have deliberately concentrated on the concrete elements which determine the final result.

# How it can help you

Whether you are launching a new product or thinking about investing in the restyling of an old one, **this ebook can help you**. The information that you will find will provide you with practical tools to manage the entire process which sees company, entrepreneur, marketing office and agency working shoulder to shoulder. The objective is to work out exactly what each of the parties must do to contribute to the success of the product. Being successful at this means **creating an everlasting product!**

## Who am I

My name is Michele Bondani and I am the founder of Packaging in Italy, the Italian Design Packaging agency. I have worked in marketing since 1996 and in 1999 I founded Ardigia, the first functional marketing agency. Nowadays I help companies every day, working with them (not for them) in the search for functional packaging solutions which will lead to sales.

*Michele Bondani*



# W

ould you like to get a lasting packaging solution, capable of offering you a guaranteed profit? And thinking big, would you like a packaging solution which was capable of **making your product timeless?**

Believe it or not this is what you will learn in these pages. By the time you have finished reading this ebook you will have in your possession some very precious information, but, as you will understand, it will be information which will require your direct participation. In today's market it's no longer possible to delegate sight unseen the job of packaging to some generalist agency hoping that the solution which is pulled "out of a hat" can solve all your problems. Packaging is a key pillar, but **success comes only by everyone working together.**

**Genetic Profit™** is the system that I have worked out in 20 years of personal experience in the field; to date no educational texts, no Wikipedia pages and no university research exist which deal with it.

This is why I feel it my duty to explain how I devised it, how it was born and why.





Certainly, there exist a number of packaging solutions not developed by our agency – Packaging in Italy – which can quite easily be awarded the Oscar and can be legitimately included in the category of Genetic Profit™ packaging. In fact I do not consider myself the inventor, but simply the person who took the trouble to summarise the formula applied by all those packaging solutions which made retailing history exactly because they had a secret element: they communicated their Genetic Profit™.

I needed to identify with a name the formula which only few packaging solutions have. In Genetic Profit™ I identified the appropriate name and in a short while I will explain the reason why.

Without beating about the bush too much, we are talking about all those packaging solutions with a pedigree, the undisputed champions, in many cases everlasting. Yes, they could sell from here to eternity thanks to that magical combination of product, naming, visual, mood or format and structure.

## **Why have we decided to create a process?**

Often the entrepreneurs with whom I work every day ask me how they can develop **a powerful, ongoing product which is capable of generating sales over the years.**

I have to point out to them that I do not have a magic wand and I add that packaging is not the only magic ingredient which creates Genetic Profit™. Packaging is the tool which communicates the product's Genetic Profit™ to the customer and to the market, but it would be impossible to arrive at the final result without an effective collaboration between the entrepreneur, the marketing agency and the company's research and development section.



# 5

elements  
or the creation  
of an everlasting  
packaging solution

# 1 Product

There is no use skirting around it, my job and that of my people is to communicate as best as possible the winning characteristics of your product; without winning characteristics there is no packaging that will hold up. It means that if you have a “me too” product – a product copy based on the market-leading product which will hopefully be successful by selling at a lower price – you will never manage to achieve a packaging with Genetic Profit™ because the start-up conditions are missing.

What do you do in such a case? Take the product back to the preceding phase – research and development – carry out a study of the competition and make the necessary changes in order to transform what you have into a product which “unlike ...” offers something unique and wanted by the consumer.

Now do you understand why it is necessary to collaborate?

Many entrepreneurs do not question the choices made in the past and look for a solution to erect on the errors which have already been made; in reality I can already tell you that this is not your situation, because if you have downloaded this ebook and you have read this far, then you are ready to take up the challenge.

# 2 Naming

Naming is not a game for creative types. It's not the time to honour the surname of the founder of the company or to satisfy a whim because "in your opinion" it is nice to label the product with that imaginative name.

Naming is science. It is an extremely important weapon in the war that is fought every day on the shelves. What happens when a good product with good packaging appears with a name that is weak, out of focus or even misleading? What happens is that it struggles to sell. For a long time the choice of name has been one of the jobs that we in Packaging in Italy help companies with precisely because the name is born together with the packaging and the period of research and study of the name is anything but simple; in that word lies the success or failure of your product. With that name you are gambling with the entire launch phase and the investment of your product.

# 3

## Visual

A very important element of packaging is undoubtedly the photography of the product. Here there are a number of secrets for dealing with this element and leading to a “top” product with a packaging solution with Genetic Profit™. One out of all these secrets is the ability to respect the timeless, classic rules without tying oneself to stylistic choices linked to the latest fashion.

We are well aware that photography is one of the elements which most dates the package. If we start from the assumption that we want the Packaging we are trying to achieve to be ageless, then it is essential to work scientifically in the stage of working on the delivery of the visual. “Not” using modern, contemporary special effects like light and shade but maintaining a neutral, natural approach, reproducing the product “without” unusual shots but with shots preferably from overhead all help to get closer to the desired outcome. We know that it is not enough to just ask for something “original”, we need to study, analyse and devise a scientific solution. If an agency limits itself to providing you with something pretty, modern and creative, you won’t get a product which is capable of strong sales over a long period of time.

# 4

## Mood or Format

The power of the image coordination or of the uniqueness of the packaging depends on this factor. The appropriate choice of a background colour or of a texture in order to make that type of market or that segment of the market be immediately identified is often more effective than a thousand words said by a good salesman to his buyer.

This is an element which is often undervalued and the one which will give your product total recognisability and continuity of sales; in no time it will create the difference on the shelf between your product and your competition. A little used technology in this phase is the choice of material. A laminated cardboard with a peach skin effect or a transparent acetate are only two of the thousand and one opportunities to have a unique and optimal outcome. I suffer severely when I see excellent products hugely disadvantaged by images which are utterly damaging to sales. That single element ruins the formula and it is always the sales which in the end suffer the consequences.

# 5

## Structure

There are many cases in which a simple change in structure has been the determining factor in transforming a very good product with a good name into a worldwide success. Would you like an example? The Smarties tube, the EstaThé brick or the Campari Soda bottle. In the last example, the distinguishing factor was exactly the shape of the bottle which was unusual, different and completely new. The aim is not to push the structure at all costs to extremes with solutions that make it look different, but in an intelligent way to make the best use of the choices of structure in order to obtain a package which in every respect works to communicate your product's uniqueness.



# It's a team effort

Packaging in Italy can certainly provide you with all the tools to work on your packaging requirements, but your company and your marketing department need to hasten towards a common objective at the same rate.

Without everyone's collaboration you will get a very good packaging solution which will sell on the shelves, but it will not be that everlasting packaging solution we talked about earlier. This is another reason why I have written this ebook, in order to make entrepreneurs, sales directors and marketing directors aware of a topic which could bring great benefits to all those involved.

## The 3 components of success

Over time I have worked out that there are always 3 essential elements underpinning a successful product:

**A** Entrepreneurial vision

**B** Satisfying a need or offering an ongoing solution

**C** Uniqueness and differentiation from the competition

**A fourth point completes the recipe: the development of a packaging solution with Genetic Profit™.**

# The real meaning of the term

If one of these components is missing the magic does not happen and there is no packaging solution with Genetic Profit™.

As you can see it is a name made up of 2 words: Profit is clear to everyone and Genetic is the more important part of the two words in that it makes it unambiguously clear that it must begin with those characteristics. In order to create the packaging we have to have some basic characteristics which will allow it to stay up-to-date and vivid for eternity.

**genetic** > THE POTENTIAL FOR SUCCESS  
IS IN THE DNA OF YOUR PRODUCT  
AND CLEARLY EXPRESSED IN THE PACKAGING

**profit** > THE OBJECTIVE IS THE FINAL SALE

Try for a second to think of which of the products on the market already have this attribute. I will help you. They are ageless and everlasting products like **Cornetto Algida, Nivea Cream, Sole Soap, Tassoni Citron Juice, Duracell Batteries, Chanel N°5, Cordon Rouge, Perugina Baci Chocolates, Coca-Cola** and I could quite happily go on writing. As you can see, there is no shortage of examples. Now that you certainly have a clearer understanding of the concept, I want to help you by taking you through the 5 levels which see companies today thinking about a new type of packaging.





1



2



3



4



5



6



7



8



9



10



11



12

1 Chanel n.5 - 2 CocaCola - 3 Coccoina Glue - 4 Sole Granbucato Soap - 5 Cordon Rouge Mumm Champagne  
6 Cornetto Algida - 7 Perugina Baci Chocolates - 8 Marlboro Cigarettes - 9 Nivea Cream - 10 Duracell Batteries -  
11 Tassoni Citron Juice - 12 Campari Soda

# 5

**levels  
for the creation of a  
packaging solution**

Taking for granted that we need the company, the entrepreneur and all his staff, I want to now get precisely into what is my responsibility. There are 5 macro levels for **developing a packaging project** once you have the product and we will now analyse them.

1

## **Develop a packaging solution as we like!**

It might be the creative artist on duty, it might be the entrepreneur who definitely wants it like that, it does not matter. The development will happen following simply a subjective evaluation, beautiful or ugly, I like it or I don't like it ... This approach is completely ineffective. **It will not be able to generate ongoing results**, and often it completely fails to generate even initial results. In fact whatever type of effort on the part of the company, like development research on the product or other investments, will be cancelled out by a misguided development of the packaging. This is not an approach which can help you.

**Result? Extremely dangerous: a disaster waiting to happen without any chance of salvation.**



# 2

## **Develop a packaging solution by copying the competitors or the market leader.**

Here is another common mistake: make a brief analysis of the relevant market and limit oneself to copying the guidelines of the leading products. Why is it done? People think that "if they sell, we'll sell doing the same things". This level is slightly better than the first level, but still completely mistaken because superficial research will only:

- A)** Make you look like a "me too or copy" product without any unique features (doing what others do, you cannot be either unique or first)
- B)** Strengthen the competition (e.g. all the energy drinks on the market which copy Red Bull actually help Red Bull to sell more because they strengthen the category of which Red Bull is the market leader).

### **Result?**

**The product might sell over a short period, but it will not survive for long and actually the main comparison with the competition will be on the prices. You have come up with a new packaging solution to be then judged on the price!**

A large, bold, black number '3' is centered within a bright yellow square.

## **Develop a packaging solution which differs only in the graphic design.**

This level is a mirror image of the second. After researching the competition we take all the main elements and we make them the opposite in order to differentiate ourselves, thinking that this is the right way to get ourselves recognised by the market but causing two boomerang effects:

- A)** We depart from the guidelines of the relevant market
- B)** We fail to communicate the characteristics of the product on the package because we focus attention only on the graphic design.

**A devastating result just like the preceding ones.**

A large, bold, black number '4' is centered within a bright yellow square.

## **Develop a packaging solution solely from the angle of analytical and scientific attack.**

A scientific explanation on all sides of the packaging which talks about the technical characteristics of the product or of the service that it contains.

A dry result without thinking about the relevant market or the country, no analysis of the competitors. In this case **we will have a packaging solution which is certainly functional**, designed for the demands of the consumer, but not effective from the point of view of the positioning of the package on the shelf or of its longevity on the market. The most frequent mistake in these cases is to end up with a package which is not seen as the package of the leading product, **it is not easily identified**, and further, someone could easily copy the product's features and develop a packaging solution which is optimal and definitive.

**A result which is too risky and not long-lasting.**

**5**

## **Make your product's DNA recognisable**

The fifth core element of packaging is packaging with Genetic Profit™.

The job of packaging is to communicate the distinguishing attributes of the product, that genetic DNA which would never be noticed with solutions which are simply pretty, creative or practical.

Getting your product recognised in the consumer's mind is not just useful, but the job of packaging with Genetic Profit™ is different and unique and to accomplish this job it takes products with the right characteristics. In many cases these characteristics are already present and are simply hidden, but in other cases it requires reconsidering the product – this is why your collaboration is needed – by perhaps investing in research and development in order to get your product to make a leap in quality.

That leap in uniqueness will clearly distance your product from the others present on the market. The packaging will do the rest. In practice the packaging which you will get will be different to all the others – like the DNA of your product – but it will be perfectly aimed at the relevant category and will speak directly to the consumer. Moreover it will be able to communicate the brand and the product name at the same time.

**Result? An investment which generates ongoing results over time, an endless profit for the company.**

# The view

The final result will be to communicate to the consumer all the distinguishing attributes of your product, getting them to remember it just by walking by, like they do when they quickly check out the products in a retail outlet.

## How to apply this ebook straightaway

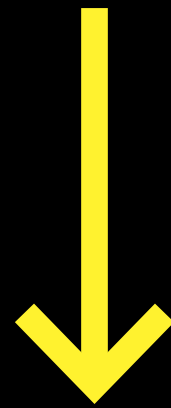
Start by analysing your products. Do they have real distinguishing characteristics which at the moment are not being communicated and which would allow them to really differentiate themselves from the competition?

If you already have the right ingredients, it is a matter of working on the packaging and of getting the minds of everyone involved thinking about a sole objective.

If on the other hand the DNA of your product does not have these characteristics, think about how to differentiate it by investing in research and development and only then consider a packaging solution.

# Conclusions

You now have before you various paths and your most important task as an entrepreneur is to choose the right one.



**Basically  
you have 2 options**



**1** The first – the saddest I assure you – is to do nothing, to stay where you are, to wait for something to happen, to wait for the market to pick up, to wait for the wheel to turn. In other words to totally ignore the importance of the packaging and to **hang on to your problem** which, to be clear, is having a product with a poor image which is losing its position on the shelves and which must more and more often compete on price.

**2** The second option is to draw on the information in this ebook to get help from an agency. It is not a bad choice, however it presents an objective limit: in Italy today there are lots of generalist agencies which are not specialised in packaging with a functional vision of product sales. This does not mean that there is no one out there capable of doing a good job, but they are not so easy to find and making a bad choice means investing money without getting a return. In short we are flooded by standard agencies which develop anything from brochures to packaging, from websites to stands or by agencies which are strongly oriented towards creativity – the famous “beautiful” packaging. So the risk you take is to talk with them in some unintelligible language and then to end up with a packaging solution which is developed as if it were a business card.

**The final choice is now up to you!**

Keep in contact with  
the agency specialised  
in Italian design  
packaging solutions

[www.packaginginitaly.com](http://www.packaginginitaly.com)

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