

How to: stand out and capture attention

Standing Out

It's all about the arc. That's right, we said arc!

For close to 30 years we've been developing packages that have to sell in highly competitive retail environments. No matter what the product is or where it is, be it freezer, shelf or refrigerator - everyone wants to stand out, to be visible and get noticed! Below you'll find a few tips and ideas to consider that can help you to succeed.

Case Study: Viña Borgia

It may seem unfair for us to pick this bottle - with such vibrant colors commanding attention, but lets look beyond that for a moment. There is something different going on here to the typical wine bottle design. The label wraps beyond the front-on facing. Its not a full wrap although it does give this impression.

Here's where that arc comes in...

Imagine our bottle standing on a shel next to dozens of other bottles of wine. For the purposes of this demonstration we will use 5 bottles (see below). We are concerned with the third bottle along (right in the middle of the competition).



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It's a matter of basic geometry... There is a maximum area of visibility when placed on the shelf. We refer to this area as the 'arc of opportunity'. This is your opportunity to capture the audience's attention as they pass by. In our example, the package happens to be a round bottle but the same principle holds true of any shaped package.



Birds eye view of shelf

Customer path  Customer path

Outside of this arc of opportunity the primary display panel is obscured and maybe even hidden by the surrounding products. The further the customer travels from the arc as you pass down the aisle the less you see the package - hence, the less chance you have of grabbing the consumers attention and making a sale. This is the area that we have to work within to capture the customer. Beyond this area the package is obscured or even lost in the crowd.

Look back at our case study for a moment - the label that wraps has a wider arc, it allows a wider live space for graphics and any message you may need to convey. It's a simple matter of thinking beyond the box (or bottle, or bag, or carton) to the entire package and all its sides.

Now let's take a look at the corresponding cases of this wine in a larger presentation scenario...

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These stacked boxes have been presented in a curved display, but you will notice that because of the wrapping hero graphic, the presentation is visually seamless despite the obvious gaps. As a stand alone box, the wrapped graphic commands more visibility than its more traditional single faced counterpart. When you then apply the same principle of widening the graphic area - around the basic box form - you are naturally increasing visibility to the customer. At the same time this is providing the retailer with increased opportunities to be creative with the presentation. In this stack, the banding graphics makes for a much stronger visual cue - even from quite a distance. A much smaller stack would still have similar impact across the sales floor - drawing customers to the display - and perhaps closer to a purchase decision.

Tips on standing out:

- Always apply a graphic to a physical package prior to printing to avoid any unforeseen issues - such as fit or taper.
- Ask the print vendor for dielines in advance (ideally upon initiation of the project) These files will speed up the design process - which in turn will save you money.
- Test the package - ideally in-store or an environment where you can put it side by side with the competition - not only to see how it fares but to put it to the 'arc test'
- Think 360° - your pack has more than 1 surface, and its only as good as the store employee that's putting it on shelf - check how the package works if the facing is not correctly placed.
- Test for distance - how far can you step back while still able to read the primary message or name? If your not satisfied - rework the design to allow larger information.