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Touchdown Promotions Blog (<http://www.touchdownpromotions.co.uk/blog>) » 10 Creative Packaging Designs



10 CREATIVE PACKAGING DESIGNS

Posted July 25, 2014 by Oscar Peck (<http://www.touchdownpromotions.co.uk/blog/author/oscarpeck/>) & filed under The Promo Industry (<http://www.touchdownpromotions.co.uk/blog/the-promo-industry/>).

In such a fast-paced market when everyone is switched on to consumerism, it is very difficult to stand out among the crowd. With creative packaging, you can be sure to do this!

Effective packaging design doesn't conform to any particular rules, so the world is really your oyster when it comes to design concepts for your brand. Unique packaging can definitely make a huge difference to people's buying habits and entice them into choosing your product over any other; so why be that boring brand that is left on the shelf? It's time to jazz up your packaging!

We take a look at our top 10 favourite quirky packaging designs that we believe are extremely effective in seducing buyers to take note.

1. PATRÓN AÑEJO HOLIDAY 2012 GUITAR BOTTLE STOPPER



TEQUILA
100% DE AGAVE



(<http://www.touchdownpromotions.co.uk/blog/wp-content/uploads/2014/07/patron.jpg>)

Source: modedesigngroup.com

Branding and design agency Mode Design Group created this award-winning, limited edition bottle stopper design alongside designer John Varvatos in 2012 for the alcoholic beverage brand Patrón Añejo.

The tequila comes in its own dedicated box which is styled to fit the sleek bottle with guitar shaped stopper, and beautifully captures the essence of rock and roll.

2. SPINSTERS SISTERS CO. VINTAGE SOAP



(<http://www.touchdownpromotions.co.uk/blog/wp-content/uploads/2014/07/lovely-package-spinster-sisters-soap-1-e1406036633164.jpg>)

Source: www.lovelypackage.com



SPINSTER SISTERS CO.

Spinster Sisters is a family owned and operated business, and our focus is providing high quality natural skin care products with only the finest ingredients.

HIGH QUALITY INGREDIENTS

Handcrafted from the finest natural ingredients. Gentle and rich with essential oils and botanicals, sulfate free, phthalate free, and hypoallergenic. We grow many of the herbs and botanicals that are used in our products.

SUSTAINABLE PRODUCTION

Our factory in Golden, Colorado is powered by solar for the lowest possible impact on the planet. The carbon footprint of our production reduced significantly by a 25 KW solar system and passive solar construction.

RECYCLABLE

100% Recycled Paper. Our packaging is 100% recycled and is fully recyclable. We are committed to reducing our environmental footprint.

RUB IT, SCRUB IT, LOVE IT
SPINSTERSISTERS.CO.COM

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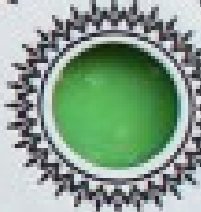


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ALL NATURAL HANDCRAFTED

LAVENDER SOAP

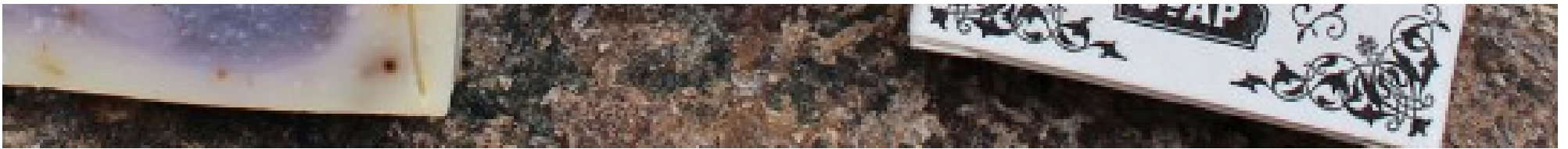
PEEK AT



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EUCALYPTUS LIME SOAP



(<http://www.touchdownpromotions.co.uk/blog/wp-content/uploads/2014/07/lovely-package-spinster-sisters-soap-2-e1406036717170.jpg>)

Source: www.lovelypackage.com





(<http://www.touchdownpromotions.co.uk/blog/wp-content/uploads/2014/07/lovely-package-spinster-sisters-soap-3-e1406036746611.jpg>)

Source: www.lovelypackage.com

Designed by freelance designer, Andrew Cruz, the Spinsters Sisters Co. vintage soap boxes are inspired by soap packaging of yesteryear and embody the vintage feel that one would envisage when thinking of past eras.

The soap boxes are beautifully handcrafted and allow the consumer to experience the product through touch and smell, with the peephole to the bar presented on the front. As the soap is also handmade, the lovingly designed packaging reflects the product's USPs; the fact that all bars are natural and gentle on the skin.

3. SOURZ GLOW IN THE DARK BOTTLE



(<http://www.touchdownpromotions.co.uk/blog/wp-content/uploads/2014/07/sourz.jpg>)



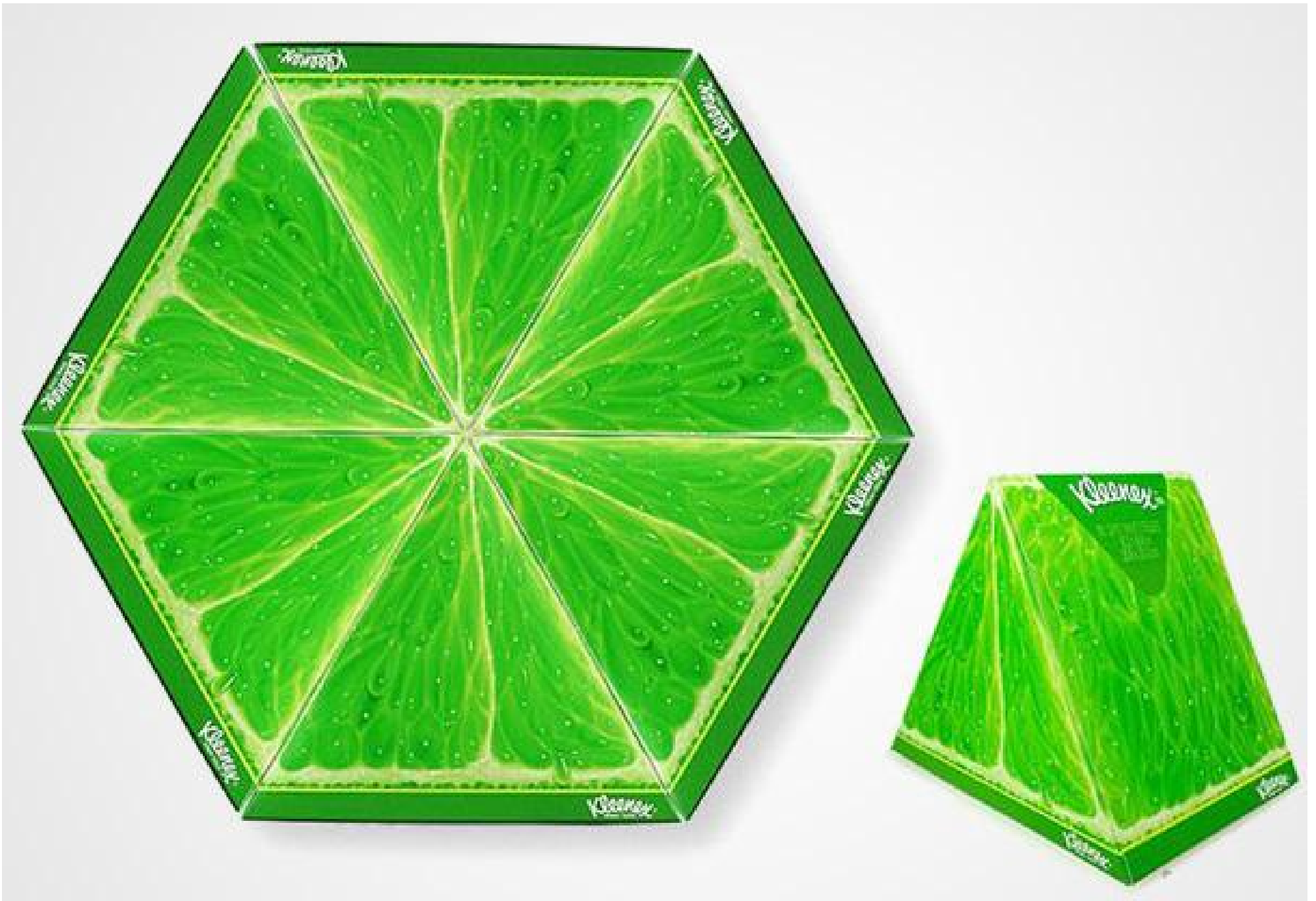
(http://www.touchdownpromotions.co.uk/blog/wp-content/uploads/2014/07/sourz-u_660.jpg)

Source: www.kioski.com

Design agency JKR have recently redesigned the bottle for alcoholic drinks brand, Sourz. This specific design has said to be inspired by the hand-stamps that you would obtain in a nightclub and uses a special ink which glows underneath UV lighting.

The redesign of the bottle evokes feelings of vibrancy and excitement, which gives it much more of an appeal when sat behind the bar.

4. KLEENEX 'PERFECT SLICE OF SUMMER' TISSUE BOX



(<http://www.touchdownpromotions.co.uk/blog/wp-content/uploads/2014/07/kleenex.jpeg>)

Source: www.emlii.com





(<http://www.touchdownpromotions.co.uk/blog/wp-content/uploads/2014/07/kleenex2.jpg>)

Source: www.emlil.com

In 2009, Kleenex released a newly designed tissue box onto supermarket shelves that imitated chunks of watermelon and slices of lime.

Designed by award-winning designer Hiroko Sanders, the triangular box series aptly named 'Perfect Slice of Summer' stands out from its competitors with a fresh style and bright graphics. As Kleenex's box designs have been quite simple in the past, this exciting design catapulted their popularity in the market as they were offering something a little different to consumers.

5. FESTINA DIVERS WATCH IN WATER PACKAGING



(<http://www.touchdownpromotions.co.uk/blog/wp-content/uploads/2014/07/festina.jpg>)

Source: www.thedieline.com



(<http://www.touchdownpromotions.co.uk/blog/wp-content/uploads/2014/07/festinawater.jpg>)

Source: www.anideaisanidea.blogspot.com

This amazing watch packaging design for German watch brand, Festina is hugely striking and innovative and leads the way in 21st century marketing technique.

Designed by German design agency, Scholz & Friends, the watch was packaged in distilled water to prove to the consumer that the watch does indeed remain waterproof. At point of sale, this watch not only convinces you to buy the watch, but the brand is totally in control by providing 100% transparency in their sales prowess.

Not only does it prove that this watch is of extremely high quality, but it also instills trust in the buyer at first glance.

6. SMIRNOFF CAIPIROSKA PEELING BOTTLE



(<http://www.touchdownpromotions.co.uk/blog/wp-content/uploads/2014/07/smirnoff.jpg>)

Source: cargocollective.com



(<http://www.touchdownpromotions.co.uk/blog/wp-content/uploads/2014/07/smirnoff1.jpg>)

Source: cargocollective.com



(<http://www.touchdownpromotions.co.uk/blog/wp-content/uploads/2014/07/smirny.jpeg>)

Source: www.geekfill.com

To launch their new tantalising flavours of the Caipiroska version of their vodka, Smirnoff created these amazing fruit inspired bottles to add to their range of alcoholic beverages.

Designed by JWT, famous for their creative on alcohol brands, the Brazilian drink provides the consumer with a tactile texture of the fruit on the exterior of the bottle. To unwrap the bottles, you must tear down from top to bottom, as the diagonal perforation unravels and reveals the colourful beverages underneath. The unique feeling of peeling a drink and then tasting it will be a brilliant experience for any discerning vodka drinker.

7. BZZZ HONEY



(<http://www.touchdownpromotions.co.uk/blog/wp-content/uploads/2014/07/lovely-package-bzzz-honey-3.jpg>)

Source: www.lovelypackage.com



Source: www.maxitendance.com

This beautiful packaging design for Armenian honey brand, Bzzz Honey, entices you to want to purchase it straight away.

Designed by Backbone Studio, the wooden encasing hides the jar of honey in such a quirky way that it is more of a design piece than a food product. The design evokes messages of natural and organic produce and seems like a green way to market a product rather than using tons of plastic. We're impressed!

8. INNOCENT SMOOTHIES – THE BIG KNIT



(http://www.touchdownpromotions.co.uk/blog/wp-content/uploads/2014/07/side_project_big_knit2.jpg)

I'm supporting the big knit and it's woolly good

25p →
from every hatted bottle sold goes to Age UK

www.thebigknit.co.uk

the innocent big knit

Innocent

The advertisement features a green background with the text 'I'm supporting the big knit and it's woolly good' in large green letters. Below the text, there are four knitted items: a small grey sheep wearing a red and blue hat, a brown knitted bird wearing a red scarf, a light blue knitted character with a red mouth and blue hair, and a white knitted bear wearing a red scarf. The bear is sitting on top of a yellow bottle with a white label that has the Innocent logo and the number '2'. In the top right corner, there is a small logo for 'Innocent' and a text box that says '25p → from every hatted bottle sold goes to Age UK'. At the bottom, there is a website URL 'www.thebigknit.co.uk' and the 'the innocent big knit' logo.

(<http://www.touchdownpromotions.co.uk/blog/wp-content/uploads/2014/07/bigknit.jpg>)

Source: www.thebigknit.co.uk

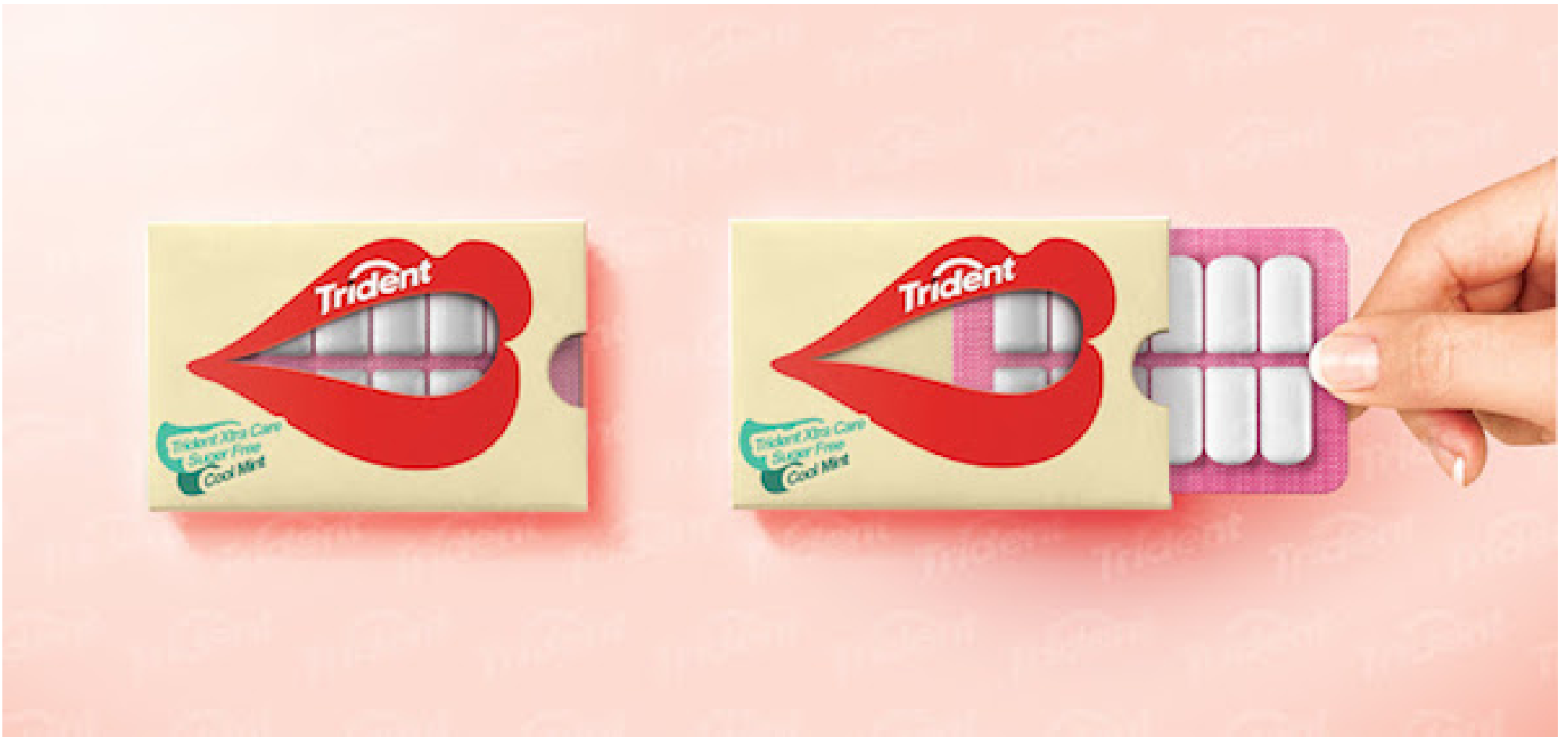
This fantastic initiative by smoothie tycoon, Innocent, not only helps save lives, but it also provides a funky little extra to their simplistic bottle design. This packaging idea provides a point of difference in those supermarket refrigerators, with each small, knitted hat being uniquely designed. Not only do you donate 25p to Age UK when you purchase one of these little beauties, but you also have a tiny hat to keep as a souvenir, finger puppet or woolen friend for your pet hamster.

9. TRIDENT XTRA CARE – PEARLY WHITES



(<http://www.touchdownpromotions.co.uk/blog/wp-content/uploads/2014/07/trident.jpg>)

Source: www.designtaxi.c



(<http://www.touchdownpromotions.co.uk/blog/wp-content/uploads/2014/07/tridey.jpg>)

Source: www.designtaxi.com



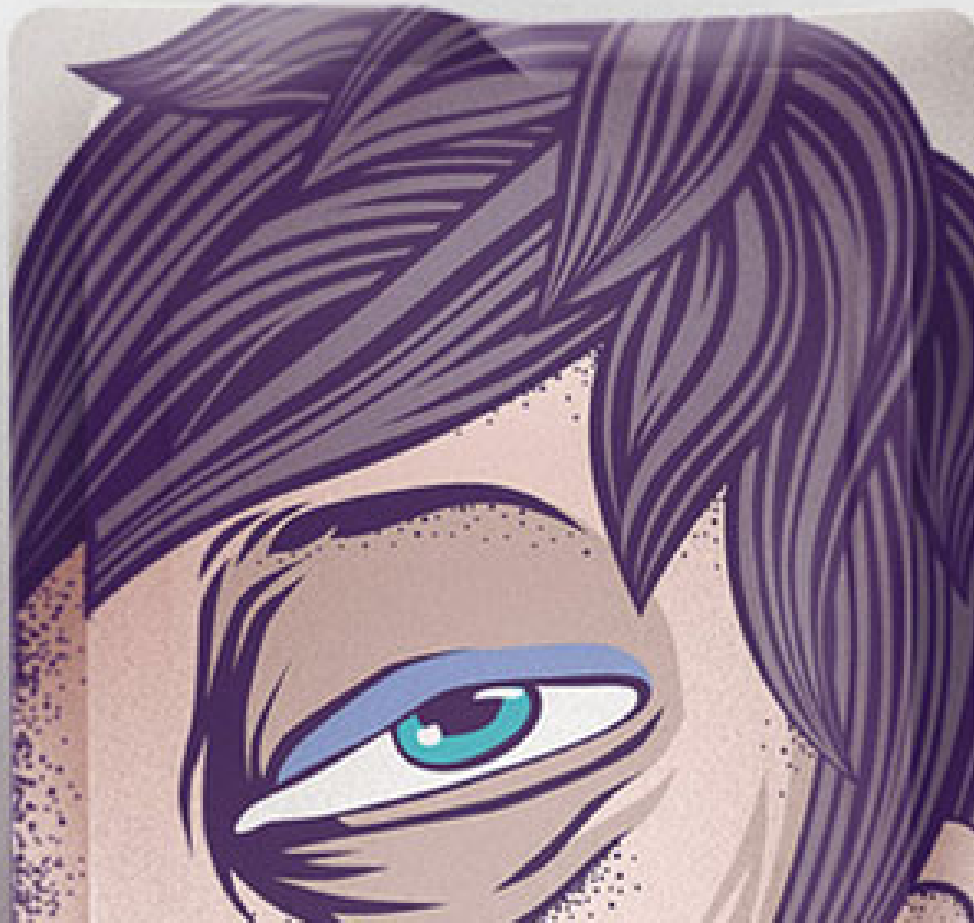
(<http://www.touchdownpromotions.co.uk/blog/wp-content/uploads/2014/07/tridentt.jpg>)

Source: www.designtaxi.com

Chewing Gum brand, Trident recently redesigned their Xtra Care gum packaging that features various images of mouths and teeth. The cut-out on the front of the packaging reveals the packet of gum below, which are lined up on top of pink coloured cardboard to look like a set of teeth and gums.

Designed by Hani Douaji, there are several different illustrations that feature on the Trident gum packets, either showing a man's lips and moustache or lady's red, lipstick covered lips.

10. KISS: FRUIT AND VEGETABLE PUREE





(<http://www.touchdownpromotions.co.uk/blog/wp-content/uploads/2014/07/kisspuree.jpg>)

Source: www.demilked.com



(<http://www.touchdownpromotions.co.uk/blog/wp-content/uploads/2014/07/kisspackaging.jpg>)

Source: www.demilked.com

This unique packaging for fruit and vegetable puree brand, Kiss, hosts a multitude of characters through their individual illustrations.

Each pack contains a different mixture of flavours which are personified by their characters on pack. The fruit puree pouches have been designed by Russian designer, Alexandra Istratova and are similar to that of comic book designs as the images almost look hand drawn, giving them an edgy look and feel.

For more interesting marketing concepts and ideas on how you can increase your marketing efforts, feel free to browse the rest of our blog (<http://www.touchdownpromotions.co.uk/blog/>).

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August 22nd, 2014

One of the countless side effects of catering to a customer base well accustomed

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July 31st, 2014

Marketing is a word that encompasses many different meanings and methods in which

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