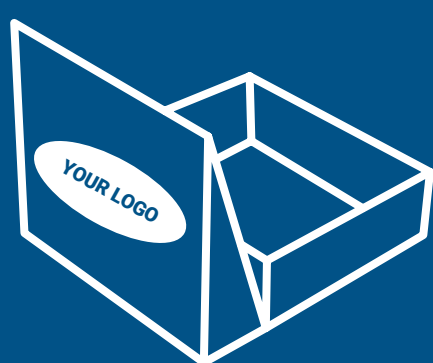


# THE ULTIMATE GUIDE TO CUSTOM PACKAGING



Creating custom packaging can go a long way towards making your company's brand stand out to your audience. Answer these key questions before you get started to make sure you're on the right track.

## WHAT IS YOUR BRAND?

The look and make of your custom packaging will depend on your company's brand. You should have at least three things ready for your vendor:



Brand Guidelines



A Logo

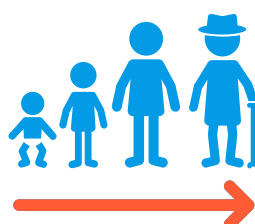


Color Pallet

If you don't have these, you should work with your vendor or another designer to create a brand identity that will make your packaging stand out.

## WHO ARE YOUR CUSTOMERS?

Your packaging should be geared towards what your customers need and want. How much do you know your target audience?



Age



Income



Shopping Habits

## HOW WILL YOUR PACKAGING BE USED?

Will your packaging need to stand up to mail delivery? Or does it just need to look pretty on a shelf? Make sure to consider factors like:



Weight



Size



Shape



Unboxing Experience

## HOW WILL YOUR PACKAGING LOOK?

You know your packaging needs to stand out to get peoples' attention, but do you know how? Consider some of these design choices to help catch customers' eyes:



Transparent Windows



Foil Printing



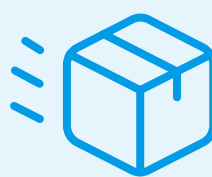
Embossing/Debossing

## HOW WILL YOUR PACKAGING GET OUT THERE?

Most vendors offer a range of delivery and fulfillment options. If you have special needs for your packaging, you may be able to pay more for premium services:



Drop Shipping



Rush Delivery

## HOW WILL YOU MEASURE SUCCESS?

Make sure you're tracking the cost and return of your new packaging! Don't be afraid to make changes if the new designs perform poorly, and always track results to make sure your money is being well spent.



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