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Packaging communication through colour

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In this lesson you will learn about

- Understanding the role of packaging in the context of consumers' everyday life
 - What packaging means for consumers both in the retail setting and at home?
- The meaning of packaging colour for consumers
 - The visual vs. material aspect of colour

It has been argued that 62%–90% of consumer purchasing decisions are based on visual aspects



What do consumers do at home? What do they appreciate in the context of their everyday life?



What do consumers appreciate at disposal?



Visual meanings of Colours

Everyday life context

- Traffic lights, textiles, foodstuffs, hair dyes, cosmetics, paints, inks, art (e.g., paintings, icon paintings)

Brand identification through colour

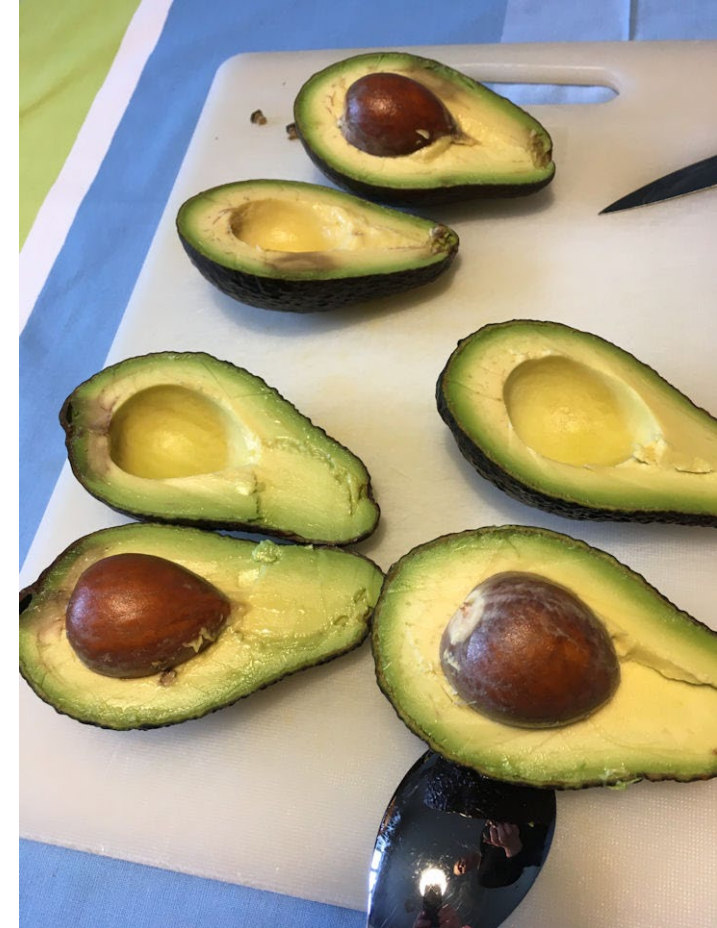
- Company colors
- Sports teams
- Political parties
- etc.



Different meanings for green

- Permission to drive forward
 - Safety
- Ecological
- Green party
- Chlorophyll
- Green products, etc.

What do these images have in common from a colour perspective?



Colours have a material form



Red ochre = Ferrous clay soil – Natural color



Oil – Petrochemical – Synthetic color

Bio-based colours could be derived from...

- Plants – Beetroot, Onion, Turmeric, Safflower, Parsley, Spinach, Fruits, Paprika, Lupine, Crowberry, Nettle, Blueberry, Acorn, Woad, Alder, etc.
- Insects – **Carmin** red from cochineal
 - Sepia-brown ink obtained from cephalopods (octopuses, squid, cuttlefish, nautilus)
 - Ancient source of **royal purple** dye (whelks, Murex brandaris, Muricidae)
- Minerals – **Blue** color from Lapis lazuli (stone)
 - Ferrous clay soil (**Red ochre**)
- Bacteria (Janthinobacterium lividum, **dark purple**) – Microbes (Fusarium oxysporum) – Mushrooms (Chanterelle, **dull yellow**)

Colours of packaging materials



Package: Silent Salesman or Active Servant?

From sales perspective, packaging colours:

- attract consumers' attention
- are a source of attractiveness
- have the ability to communicate (company perspective)
 - How do consumers communicate?

When package colours are serving consumers, they have:

- Enjoyable aspects
 - Visually attractive, giving pleasure, joyful, recognizable
- Sustainable aspects
 - Preventing food waste
 - Giving information on how to recycle or reuse packages
- Health aspects
 - Safe (color stays in material, non-toxic)

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due to unpublished material**

Key takeaways

- Color has both: **visual** and **material** aspects in packaging – “Color is a material in itself”
- During the package journey the meaning of the colour is evolving
➔ Colours serve different purposes
- In consumers’ lives, multi-materials of packages are “the issue”

Presentation is based on article

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