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“Packaging for Profit: Implement the Most Underused Trick in Your Toolbox”©



Cliff Quicksell, CSP, MASI
Cliff Quicksell Associates / QuicksellSpeaks



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EVERY STEP OF THE WAY™

Background & My Belief...



- Why you should consider
 - Increased Added Value
 - Increase Opportunities
 - Increase More Sales
 - Increase Perception
 - Increase Profitability

Ask Better Questions



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2022 Product of the Year

PACKAGING

Once an afterthought, packaging is now the essential first step in the branding experience.

By Jean Erickson | December 21, 2022

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Never Make The Client's Decision!



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Your Money Line...

“How Would You Like
That Packaged?”



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What do clients think of when you suggest Packaging?



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Once Identified

Begin With

DISCOVERY


Ask more & better questions!



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Discovery


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Note: Issues will expand to accommodate verbiage. Try to keep Discovery/Creative Brief to no more than two pages.

[Company] Discovery/Creative Brief

Client Organization: _____

Client Phone: _____ Fac: _____ Email: _____

Client Address: _____
Street City State Zip Code

Project Summary: *Clear, concise description of project – two brief*

Target Audience: *Who are you trying to attract? Be specific*

Key Messages: *One or two key "hooks" – those most important to the project's success*

Key Benefits: *What is in it for the audience?*

Background/Competitive Positioning: *Briefly discuss the competition, market realities, obstacles, etc.*

Communication Strategy: *Indicate types of media and any specific elements to be included (logos, key contact information, etc.)*

Desired Message Tone: *How do you want the message perceived – creative, innovative, fun?*

Project Timeline: *Indicate major milestones*

Anticipated Budget: _____

Other: *Add any key information not covered under the above items*

Prepared by: _____ Date: _____

Approved by: _____

Client's Signature: _____

Client's Title: _____

Date: _____

A series of questions designed

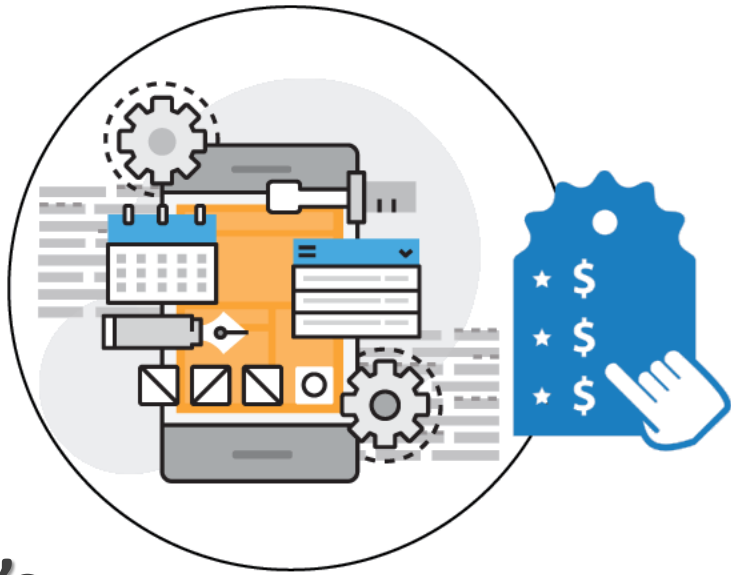
- To give clarity to the project
- To set joint expectation levels
- To uncover potential opportunities
- To develop guidelines and give direction



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Discovery Creative Brief available at www.quicksellspeaks.com

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Determining the Budget

Factors that play into the final price.

Do's

- Do your homework
- Come prepared
- Ask questions
- Utilize the DISCOVERY Process

Don'ts

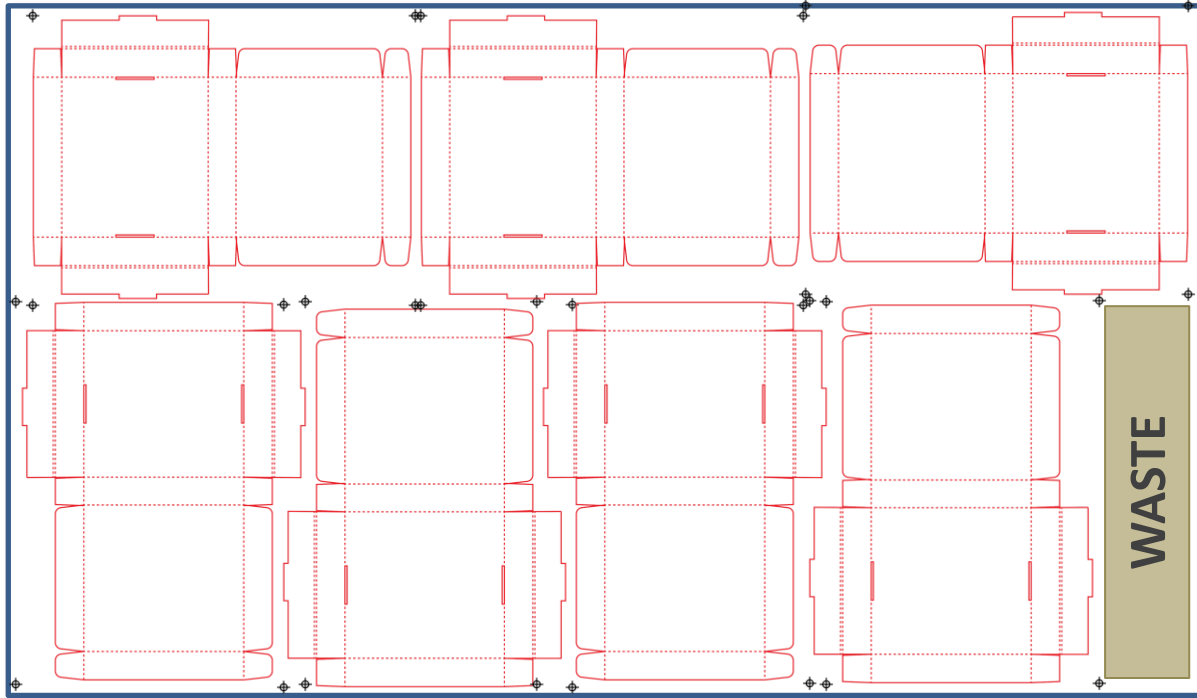
- Don't guess or assume
- Don't overpromise
- Don't quote without consult
- Neglect the DISCOVERY process



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What Affects Pricing...



RAW Numbers

- Sheet cost \$20.00
- 7 yield output
- Net each \$ 2.85
- + Overhead
 - Ink
 - Profit
 - Machine time
 - Set Up
 - Packing
 - Labor

WASTE



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KEY FACTOR

What's Going in the Box



- Weight
- Size
- Type
- Food Grade
- Safety
- Hazardous
- Presentation
- # of products
- Ship to (Climate)



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KEY FACTOR

How will it be delivered?



- Handed Out
- Shipped
- Damage Control
- Additional Box

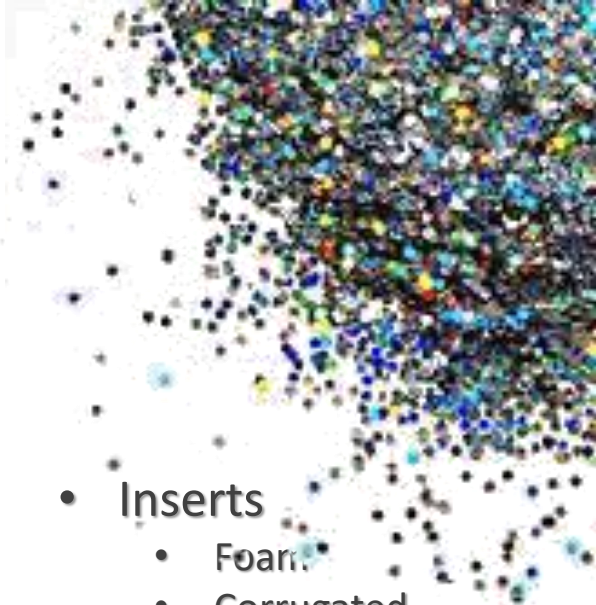


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KEY FACTOR

Keeping Contents Safe



- Inserts
 - Foam
 - Corrugated
- Tissue
- Shred / Raphia
- Flake / Glitter
- Professional look



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KEY FACTOR Sustainability...

**You are the Steward of
Your Client's Brand!**

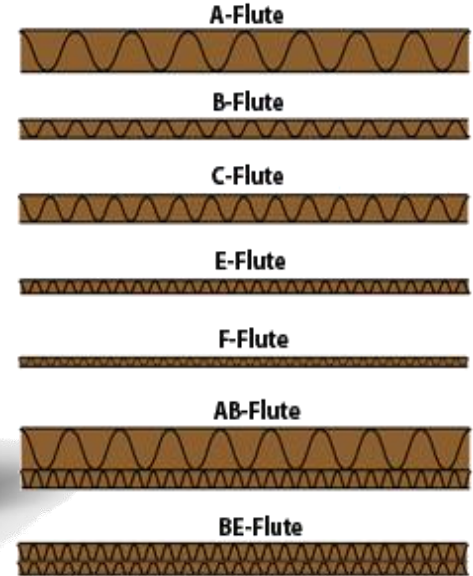
- 
- 1. Reduce shipping costs.**
 - 2. Reduce carbon footprint.**
 - 3. Increase customer satisfaction.**
 - 4. Better product protection.**



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Thickness & Colors



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Box Materials



Wafer Board or SBS Board—

thinner weight with no flutes, solid board in different thicknesses (14pt, 18pt)
great for Pillow Pods and some candy style, or promo boxes

Corrugated –

medium weights to heavy weight, with fluted inner liner, E-flute, is the best for small mailers, depending on the content and P.O.S.



2019 Elite100
Thank You Gift



Soft Touch – Sustainable

a soft touch laminate, added to the paper stock for a velvet hand
Higher end boxes, Keepsake type, generally not thrown away – presentation style



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Box Styles

Box Style



2PC 	Hinged 	Slider 	Display Mailer 	Cross Box 	Standard Shipping Carton 	Pillow Pods
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Print Options



- Embossing
- **Spot Color**
- **CYMK**
- Foil
- Spot UV
- Lamination
- Laser Engraving



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Packaging Enhancements



- Printed Inserts
- Hang tags
- Ribbon
- Wraps
- Bands
- Bags
- Tissue
- Gift wrapping
- QR Codes
- Video
- Sound
- **NEW** NFC Tech



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Packaging Examples

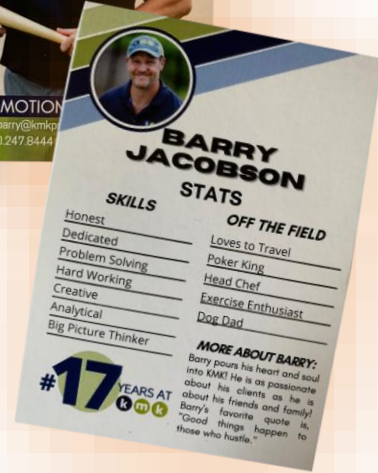
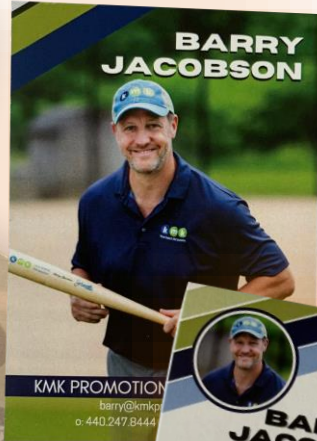


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Case History

...Start with YOU!



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R&D Ideas & Concepts



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Packaging Project Timelines



Be Mindful

- Quoting
- Proofs
- Production
- Finishing
- Add-ons
- Time of year
- Kitting
- Fulfillment



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Other Packaging

IDEAS: Visit a Craft Store

- Tubes
- Tins
- Polybags
- Gift Bags
- Pillow Pods
- Paint Cans
- Blister Packs
- Bottles & Jars



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Cool, Unique Distribution



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In Closing...

- Take More Risks
- Ask more, better questions
- Gather all the facts - **DISCOVERY**
- Do your homework
- Come prepared
- Work with **GREAT VENDORS**
- **GET PAID** for Your Creative Work
- **Always Suggest Packaging**

Remember Your Money Line...

**“How Would
You Like That
Packaged?”**



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Ask Me Questions



SCAN For Access

**Sales, Marketing
Motivation,
Innovation, &
Creativity**



**TO GREATNESS®
BLOG**

with Cliff Quicksell, CSP

Author of:

- 30 Seconds to Greatness Blog
- 30 Minutes to Greatness PODCAST &
- and....The **NEW** Marketing Academy!

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