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new TRENDS

Packaging; An Open-Box experience.

Brand awareness often begins in the retail store, on shelves or "gondola ends", displayed in appropriately designed & branded packages. But in a world where time is a commodity & consumers are rushing through their daily lives to get things done quickly, people generally spend less than 4 seconds to select the product that they will eventually buy.

Brand loyalty, however, begins at home with the 'In-Use Experience'. Brand warfare is usually fought in the homes of the consumers. Packaging plays an increasingly important role after the purchase has been made. Designers must consider the phenomenon of OBE (Open-Box Experience). Packages have become an integral part of the product. These must allow for interaction with the consumer who must be allowed to indulge in his or her new purchase. Remember, its no longer shelf-dressing packages that win the hearts of consumers. It goes further than that. Its about creating an unique experience for the consumer whilst he or she opens the package.

本月建議參考網站

Consumer Trends

www.trendwatching.com
www.iconoculture.com

Design Trends

www.wgsn.com
www.designrepublic.com

本月建議書目

Color: Messages & Meanings

By Leatrice Eiseman

Green Eggs & Ham

By Dr. Seuss

12月色彩組合 Candyliving

C0 / M70 / Y70 / K0

C0 / M50 / Y0 / K0

C0 / M100 / Y50 / K0

C0 / M25 / Y50 / K0

C25 / M40 / Y65 / K0

LAB是一個在台灣新設立的 brand 管理學院，真正為您解答各項品牌上的問題，如果您對品牌經營管理有興趣或者想深入研究各種品牌實務，歡迎加入我們，成為我們的夥伴。品牌學院採報名錄取原則，額滿為止。

在下列日期前報名，可享有優先報名優惠：

2008年春季班(6月1日開始上課) 優惠日期2008年3月15以前

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