

Packaging a whole brand vision

Defining a brand's positioning at retail depends on many factors. But when it comes to that first moment of truth when your target buyer actually pulls out your packet from the shelf space, it is nothing but how well your brand speaks to them and engages them. Thus the right packaging of a product that is relevant to the retail space, could make a really big difference as discovered by Cornitos Nacho Crisps, the Indian Nachos brand, when they went in for a rebranding exercise at retail by partnering with Bangalore based BrandVak Incorporation. Point Of Purchase gives you the details.

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Nachos, the international snack getting increasingly ubiquitous in urban India is commonly defined as Tortilla Chips connoting all the indulgence associated with fried foods. But Cornitos Nacho Crisps, a product of the Faridabad based company Green Dot Health Foods Ltd established in 2009, decided to change all that and create a distinct identity for itself with the name 'Crisps' which is in keeping with the international trend. This was the first step in defining itself as a product. The second was extending all that the product stood for simply through some smart packaging at retail. And this is where the company approached BrandVak Incorporation, a Bangalore based Retail and Shopper Marketing agency. BrandVak identified the Cornitos positioning at retail and decided to refurbish it by working exclusively on its packaging through shopper study and bridging the gaps between the brand need and solutions. Says Bijitesh Mallik, CEO, BrandVak, "It was a good product which had already received good feedback from the customers but it was getting lost in the international clutter of brands and secondly, being in the international section it was associated with premium pricing too. So a lot of these perceptions had to be changed without playing down the premium and international feel of the product. Besides, we also had to create a distinct identity

Before the package redesign



for it as Nacho Crisps and not chips and make the brand own that space." Thus, the BrandVak team worked on the brand identity and brand recognition on the package by playing around with the colors, mnemonics (visual representation of the brand info and identity), the logo, the packaging material etc. The prime goal was to cut across the different target segments and also highlight product features. Says Vikram Agarwal, Director, Green Dot Health, "The team of BrandVak connoted the fire, corn and a rocket to denote motion of the brand, and used

This was not an easy job.

First, the team required to analyze factors such as the ease of visibility of the variant information for the customer based on the measurement of the shelf size. Hence, the colour yellow was used to express vibrancy and corn, and brown and creamish white were used to highlight the base colour. Besides, the use of unconventional textual elements described the variants of the product on the pack. As Bijitesh says, "The idea was to keep it simple, minimalist and sharp, with the Brand Identity & colours doing all the talking."



At Retail: Making the brand stand out in the clutter

Secondly, a matt finish packing material was used to elevate the brand look to a superior level. With this in mind, laminate was employed to bring out the colour tonality very well.

Interestingly, the brand along with the BrandVak team also partnered to carry out a trial allowing shoppers to sample some mock packs with the new design of the snack at an exhibition in Pragati Maidan in New Delhi and the feedback seemed to have been remarkable.

"BrandVak has essentially translated the overall brand essence and has projected it onto

retail for shoppers. Post redesigning the sales has scaled up exponentially and the brand has shown a gigantic leap in establishing brand acknowledgment and connectivity with its buyers," sums up Vikram.

a font which is identifiable at the shelf level to fortify the brand by employing a blend of larger and smaller fonts. We wanted to look at how a color can be used as a variant differentiator where each color connects to the flavor."



After the package redesign

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Cornitos has now become a part of the snack buying basket of shoppers across the spectrum of MT outlets in the country. Well, what this whole exercise proves is that bridging the gap between a brand and the shopper at retail requires tremendous amount of research and arriving at a solution that is tailored to the retail dynamics ■