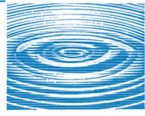




KING·CASEY



King·Casey REPORT

Insights and Trends in Retail Branding, Merchandising and Design



Packaging Innovation

An Overlooked Way to Increase Sales & Differentiate Your Brand

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A KING-CASEY REPORT

For the most part, many brands tend to neglect using their packaging as a tool to build their business. But when you thoughtfully develop unique packaging that is highly responsive to customer needs, you can differentiate your brand from the competition, add extra value to the products you offer, and better engage the customer.

Packaging innovation takes on various forms. It can include proprietary structures, out-of-the-ordinary brand messaging, as well as customer-friendly

conveniences. When you get it right, it can have a huge impact on sales.

King-Casey is a pioneer in improving the customer experience through packaging innovation. For more than half a century we have been creating innovative packaging for a broad array of brands and products. We develop innovative solutions that result in increased sales, customer satisfaction and brand loyalty.

King-Casey's Innovative Pet Food Packaging

Results in the Most Successful Promotion in the History of the Pet Food Industry



Purina Cat Chow

To help offset inroads being made by low-priced private label brands, King-Casey developed an innovative package that reinforced Purina Cat Chow's market leadership position and justified higher pricing. The result was the Cat Chow "self-feeder" -- a gravity-fed container that enables cats to feed themselves. Wal-Mart's initial order for one-million units helped make this the most successful promotion in the history of the pet food industry.

Innovative Lawn and Garden Packaging



Round-Up

Monsanto came to King-Casey to bolster Round-Up's market leadership position. We created a user-friendly brand identity to appeal to the consumer market, particularly female do-it-yourselfers. Innovative and patented packaging and dispensing systems, designed by King-Casey, addressed those ergonomic problems identified through consumer research. The new user-friendly package design gave the product a unique and competitive advantage in the market.

True Temper

Targeting novice gardeners, the easy-to-comprehend categorization and package communications dramatically increased sales and enhanced brand image for True Temper. King-Casey's new product packaging allowed for customer handling of product, while illustrative artwork created a distinctive visual personality and communicated the application of each product offering, making the right choice easy for the customer.



Applying Packaging Innovation to QSR and Fast Casual Restaurants

Packaging innovation within the restaurant sectors is a decisive way for brands to send a message to their customers. Packaging that surprises and delights customers. Packaging that improves the ease, convenience and portability of the product. Packaging that makes a personal connection that “re-sells” the customer so they come for return visits. One only has to consider the success of KFC’s Go Cups (see cover image), a patented cup designed to hold chicken and side items that fits inside car cup holders. In the first six months from its launch, KFC sold more than 20 million Go Cups. That’s a lot of wings behind the wheel.

Burger King

To generate sales among younger consumers, new fun and irreverent package designs were developed by King-Casey to clearly and compellingly communicate Burger King’s “Sometimes You Gotta Break the Rules” brand positioning and tagline.

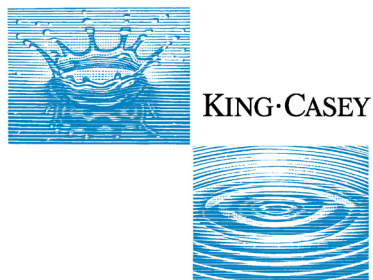


Long John Silver's King-Casey developed a new brand identity and packaging system to support Long John Silver's brand positioning: to deliver an out-of-the-ordinary QSR experience that serves craveable seafood meals. Fresh, animated packaging graphics were developed to enhance the customer's dining experience and reinforce the brand.

About King-Casey

King-Casey is one of the top retail consulting and design firms in the U.S., with regional offices in the Middle East and Latin America. For more than half a century, we have been helping companies build competitive brands by dramatically improving the customer experience. Our highly creative design solutions are firmly grounded in scientific insights derived from research and hard data about consumer behavior. Our strategies and designs are crafted to realize measurable and meaningful results for your brand. We provide a complete range of services including assessment, research, branding, package design, visual merchandising, store design, and rollout. We will help you develop creative, innovative solutions that result in increased customer loyalty, higher sales and greater return on investment.

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