

BORD BIA
IRISH FOOD BOARD

BRAND FORUM

Packaging Design Masterclass

Wednesday 24th November 2021 | 12.00 - 13.00hrs

Here.



Here.

1. Introduction
2. The Brief
3. The Competitive Landscape
4. Two Case Studies
5. Key Learnings

Here.

The Brief

Here.

Contradiction

Tangents

Too long – it's a brief not a book

Sending the creatives into the forest to find a unicorn (aka lack of clarity)

Vague target audience definition

Template-fiddling

Data overload

Information not insight

Marketingese

A list of deliverables and nothing more

Here.



Brevity

Clarity



Creativity

Here.



Here.

“I have only made this letter longer
because I have not had the time
to make it shorter.”

BLAISE PASCAL (LETTER 16, 1657)

Here.

Jaws. In Space.

A4

Here.

10

Rewrite your brief in no more than 10 words
Email Niamh.MacHale@BordBia.ie
Best 5 responses win a €100 Sheridans voucher

Here.

Clarity

Here.

Write in your voice!

Here.

1. Creative most important

What's creative

What's expected

A. Unpredictability

We should expect the unexpected

Non-formula advertising

Not always funny

Not always emotional

Not always cute

Etc.

B. Authentic

We know sports and we think we know guys.

The agency must know sports. They don't have to be stat freaks or trivia buffs, they have to know sports. Competitiveness, camaradery, face, all the gut that makes sport, sport. They must feel or know the thread that weaves it's way through the athletes. That same thread in Moses Malone, Alberto Salazar, John McEnroe. They must know guys, not fashion. They must recognize hot, not fashion.

3. The Unexpected

There can be a plan, a normal agency battle plan drawn, approve and implemented. Good, and good luck.

There also must be the window for change. The new shoe, the new issue (gas ad), the new star. They must understand they must prepare for ways to short circuit the system, to push things through to get 'em done, and still they must be the best, better than the best.

This is going to be hard without:

4. Relationship

This is key. We must touch the guys doing the stuff. Not some pin-striped zute suit account executive. Creative people, art directors, creative directors, copy guys, the people that do the stuff must be accessible or we're fucked.

Ideas

I want people who think in terms of ideas. People who understand that good advertising isn't just fads and fancy. It's thoughts, solid thoughts. Executed creatively. There's a famous saying in the creative world, "The solution to the problem is inherent in the problem itself". I believe that. I want them, them being the creative guys, to believe that.

Good creative stuff can be wild, crazy, sometimes it doesn't make sense, but it's base must be conceptual.

Timeliness and Business (Whatever that is)

This is a bi-party problem, but it must be dealt with both from our standpoint and the agencies.

Advertising is a deadline-oriented business, if you miss a close you either re-run, go blank, or do something that is second rate. We must be able to plan ahead enough to get all our ducks in order, from shoes, delivery, approvals, etc., so the agency isn't waiting on us. That's their best excuse, we held it up. They, on the other hand, must be able to give us enough time to approve, feel comfortable, etc., with their layouts, photos, etc.

We must establish with them an approval system so we don't fuck them up by suddenly not liking a photo, or having to live with the photo or idea because there's no time to do it again.

Business-like wouldn't hurt either. I'm all in favor of being friends, of having a few drinks, of shooting the shit, but when the bell rings, it rings and business, meaning work, must be conducted. All the drinks, lunches, after work shit doesn't guarantee good advertising. Good advertising comes from hard work, good creative is painful. If it isn't it's doubtful just how good it is.

That's business the way I see it. Fuck money, billing, etc. That's someone else's job.

Here.

JUST DO IT

3. The Unexpected

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Here.

Creativity

Here.

Within any problem therein lies
the seed of the solution

Here.



England Preserves
“We just need to grow up”

Here.



Here.

“Nothing But Coconut Milk”



Here.



The Kraken
“Kill the Captain”



Bacardí
“The polar opposite of Vodka”

Here.



Here.

The Competitive Landscape

Here.

On Shelf

Online

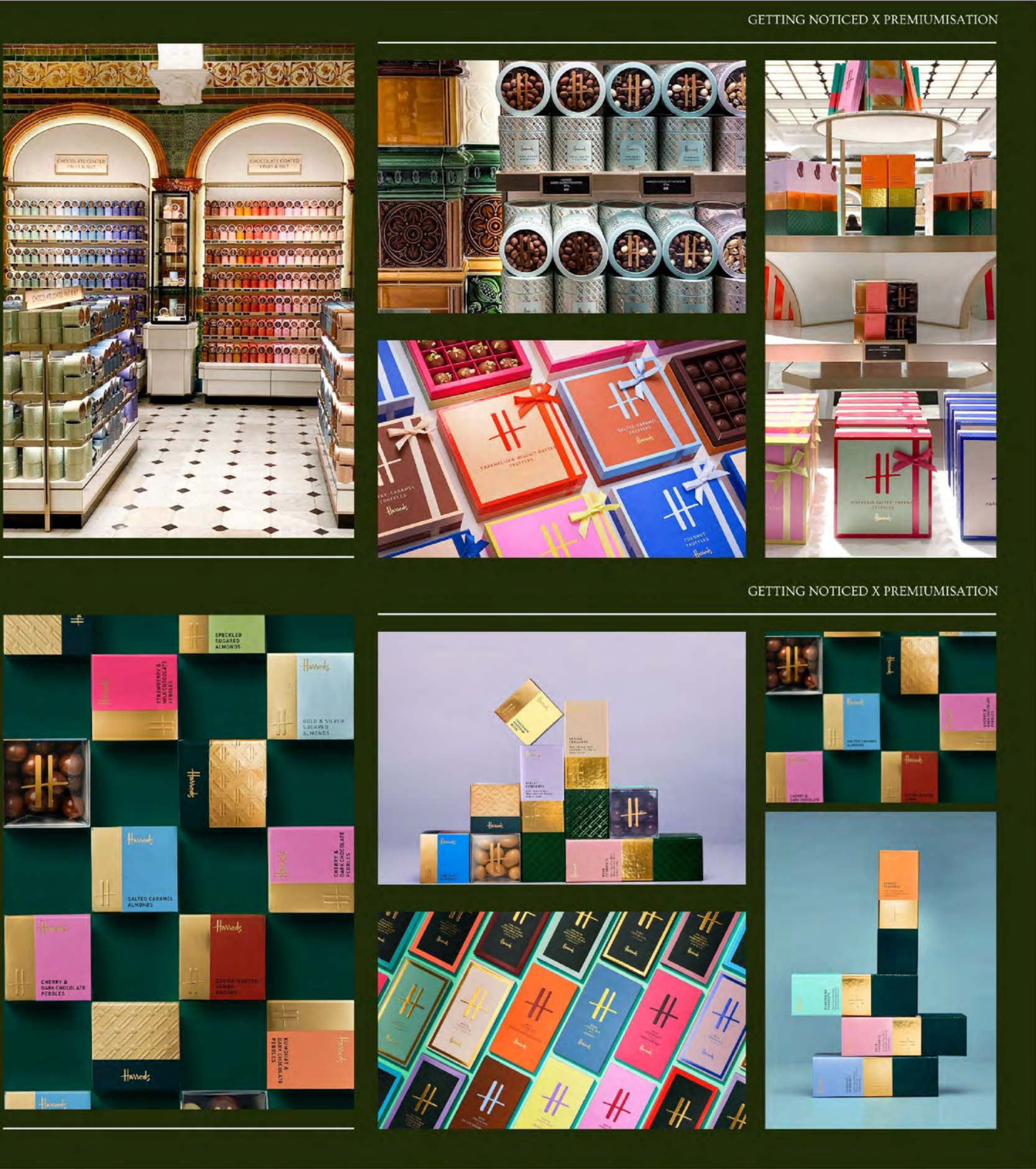


Here.

On Shelf

Here.

Colour



Contrast



Space



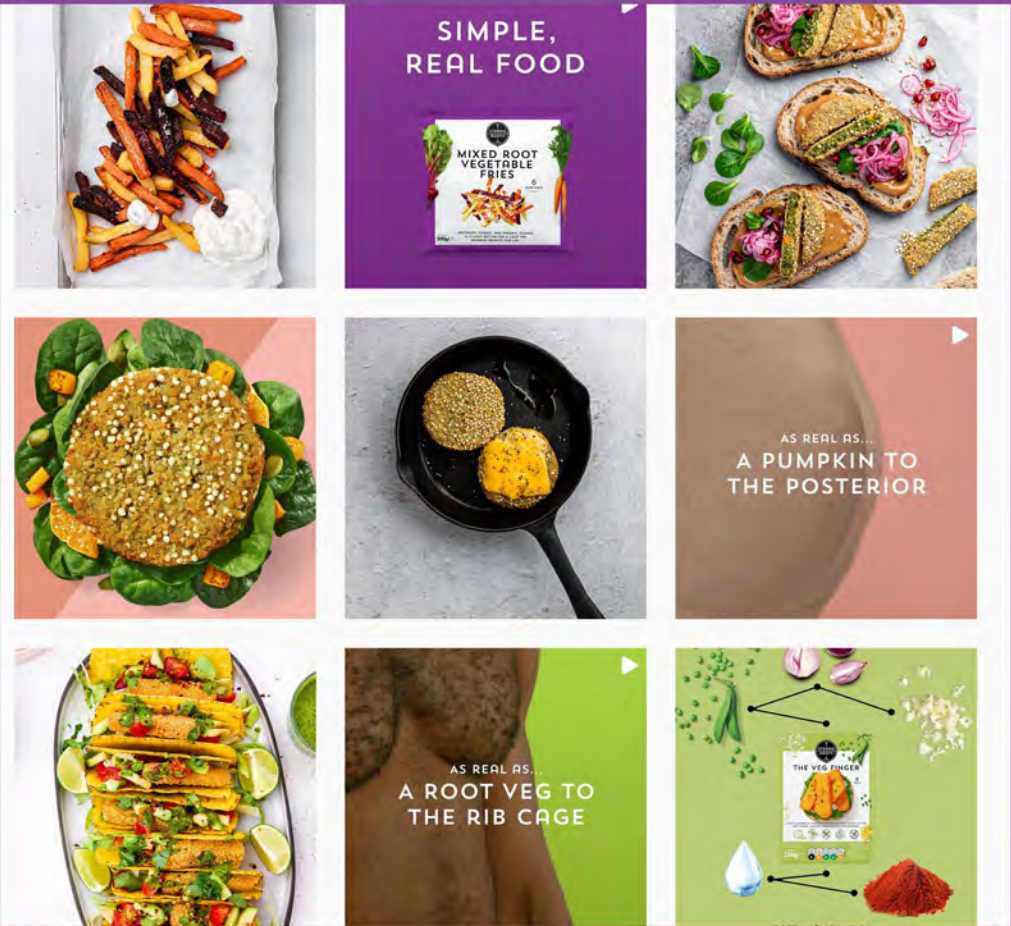
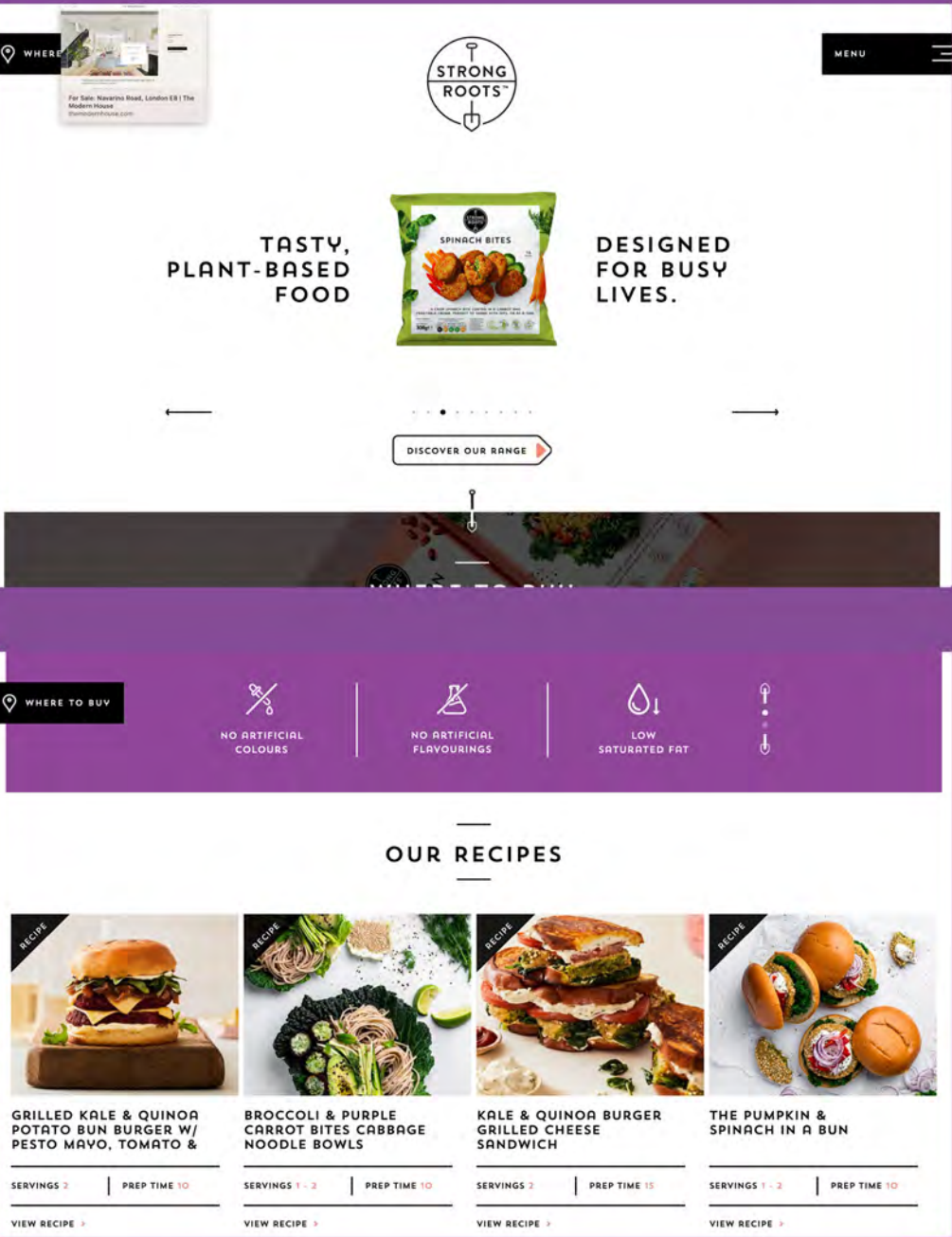
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Online

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Visual Consistency



Digital Friendly Equities

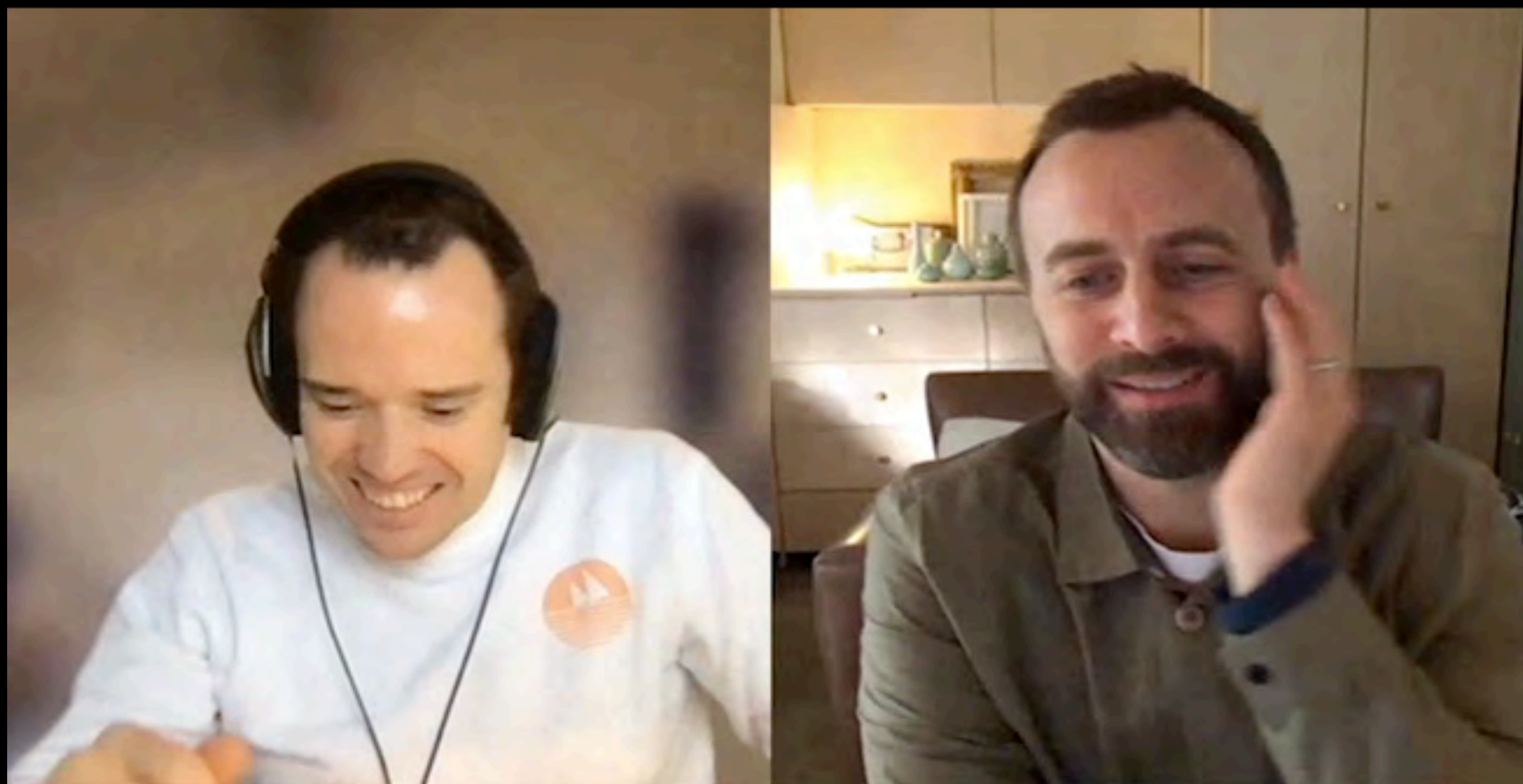


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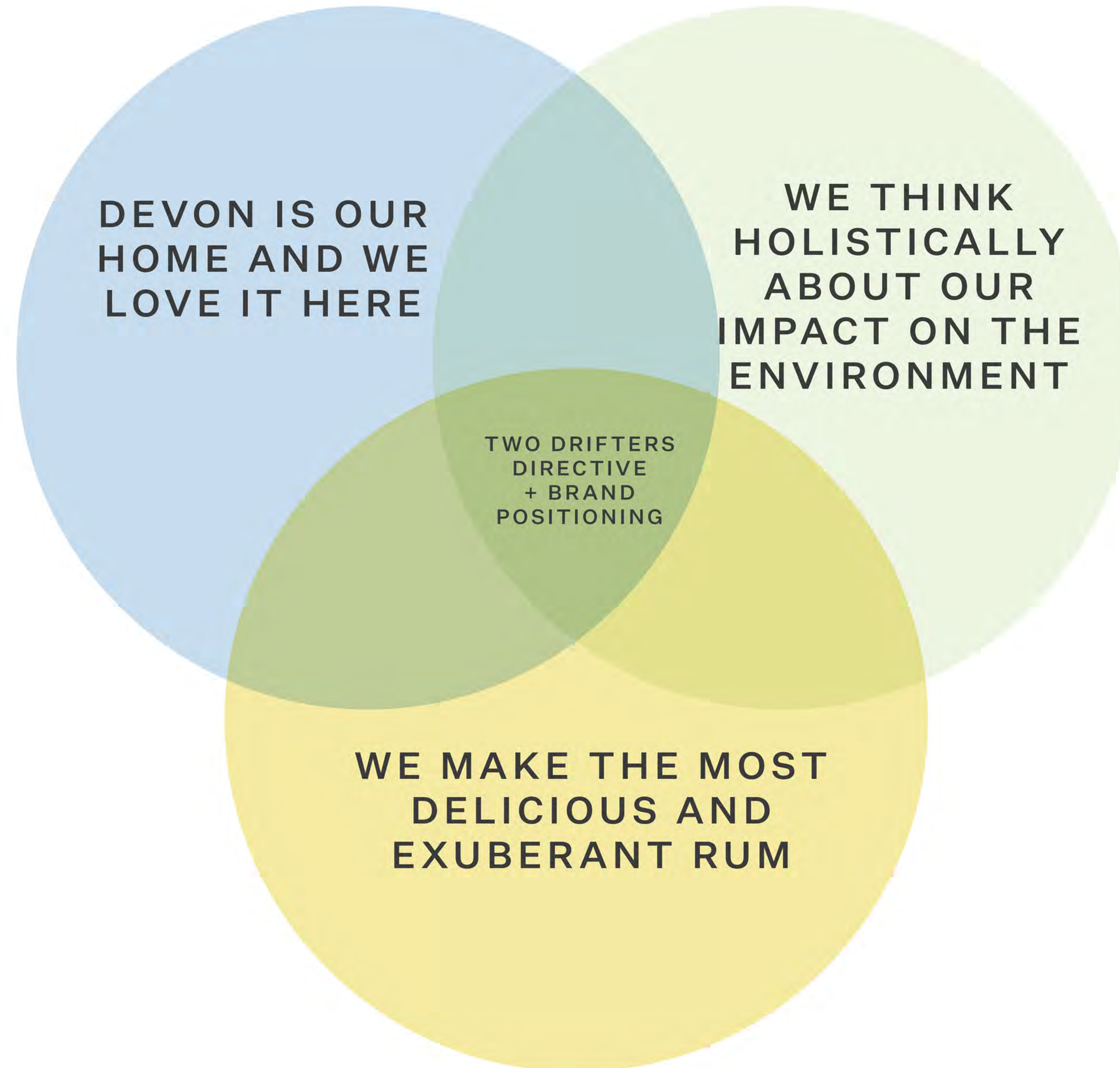
Case Studies

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Here.



Here.

THE DIRECTIVE

Bang the d[rum] for a bright,
lively and sustainable future

Here.

1 - COASTAL RYTHMS



1.1



1.2



1.3 A



1.3 B

2 - CELEBRATORY PARADE



2.1



2.2

3 - UTOPIAN MOVEMENT



3.1



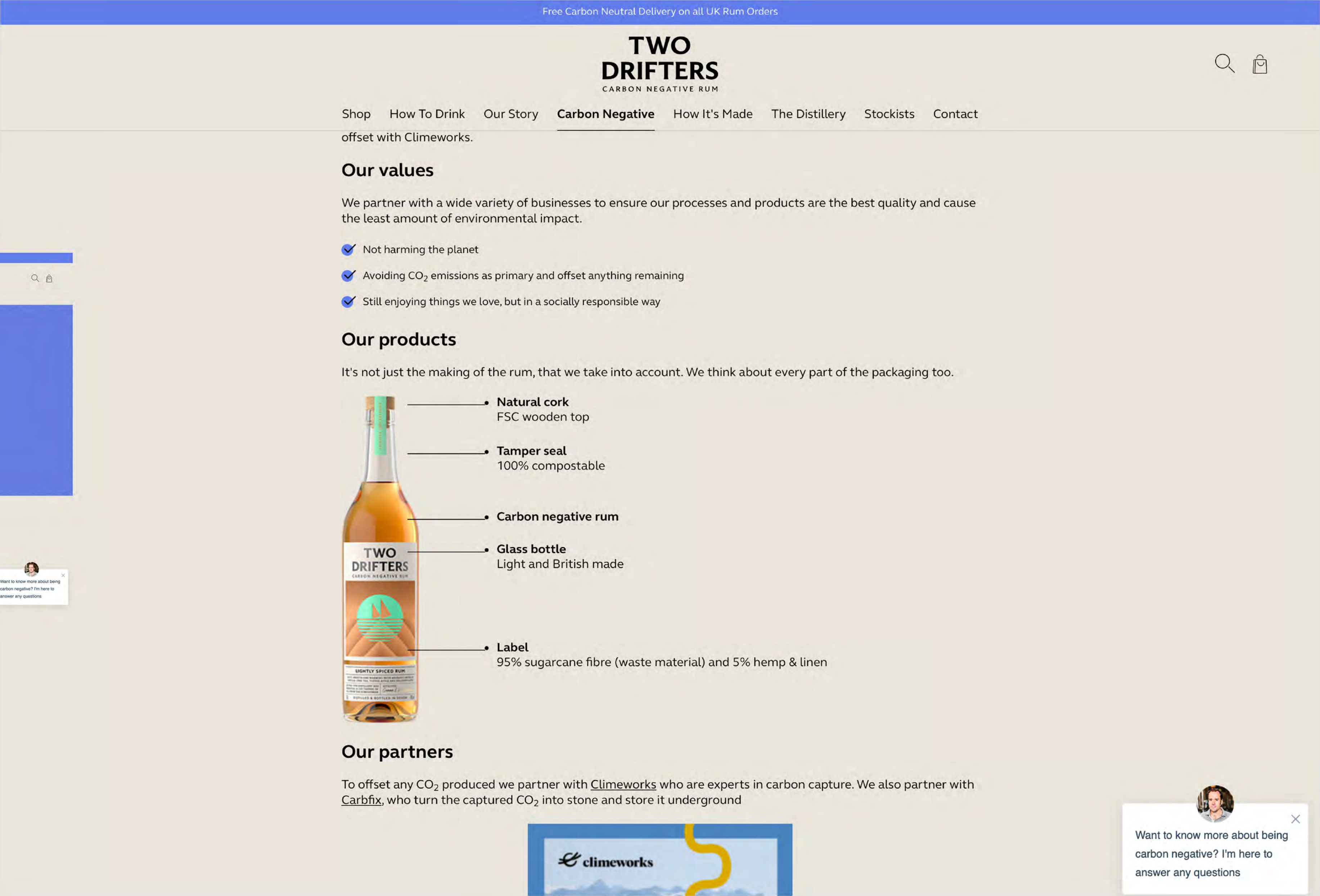
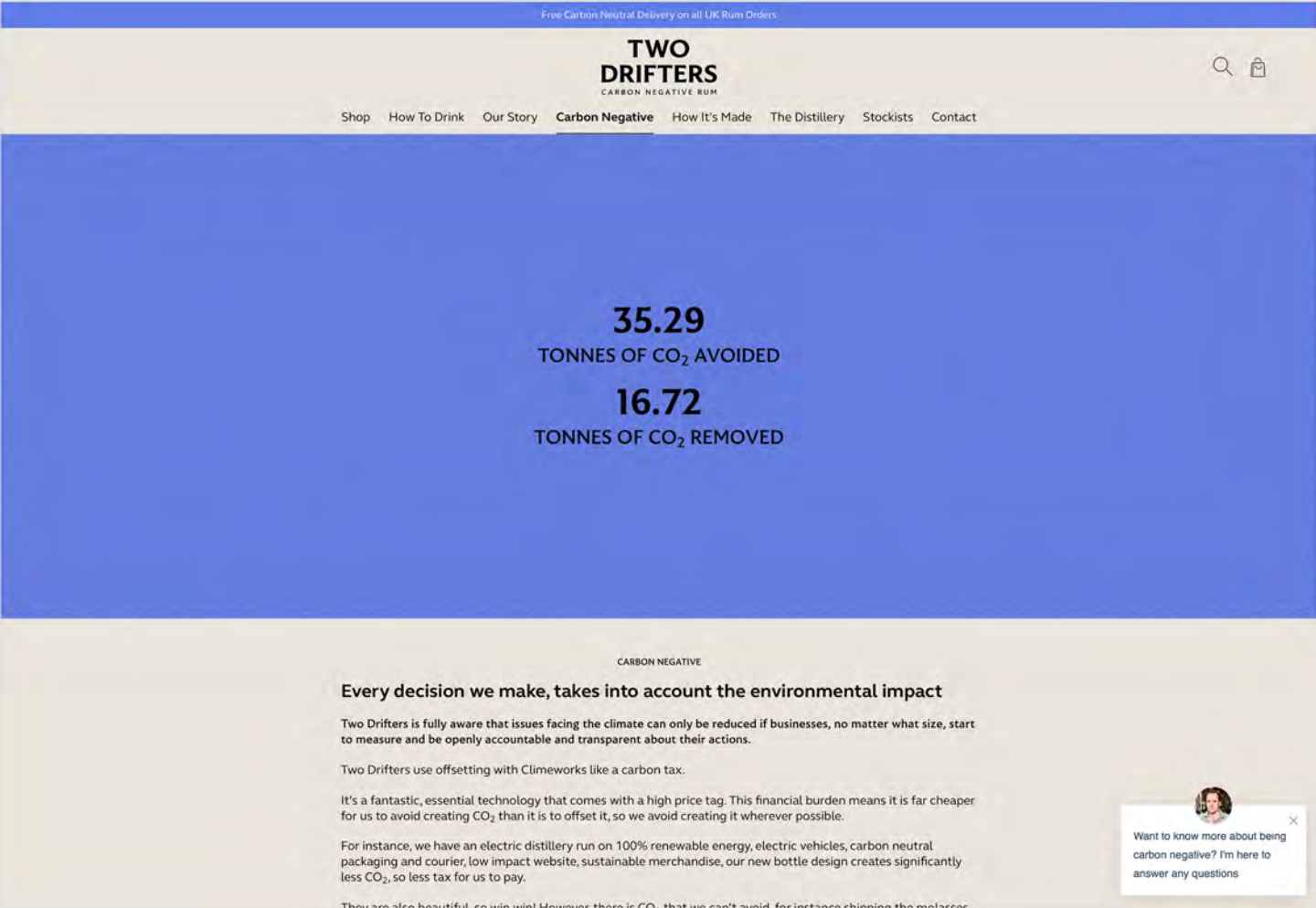
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Want to know more about being carbon negative? I'm here to answer any questions

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Nomosu

Here.

A Modern Movement for Conscious Clarity

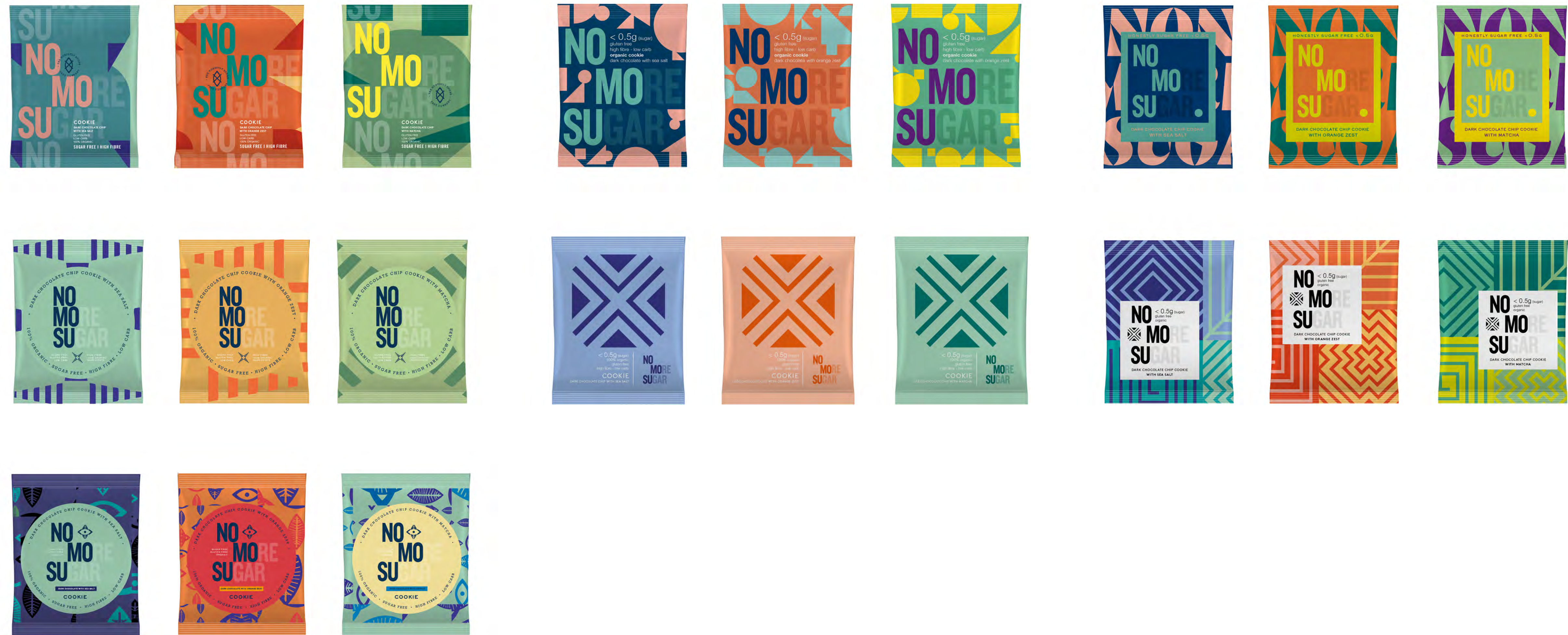
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METICULOUS BEAUTY



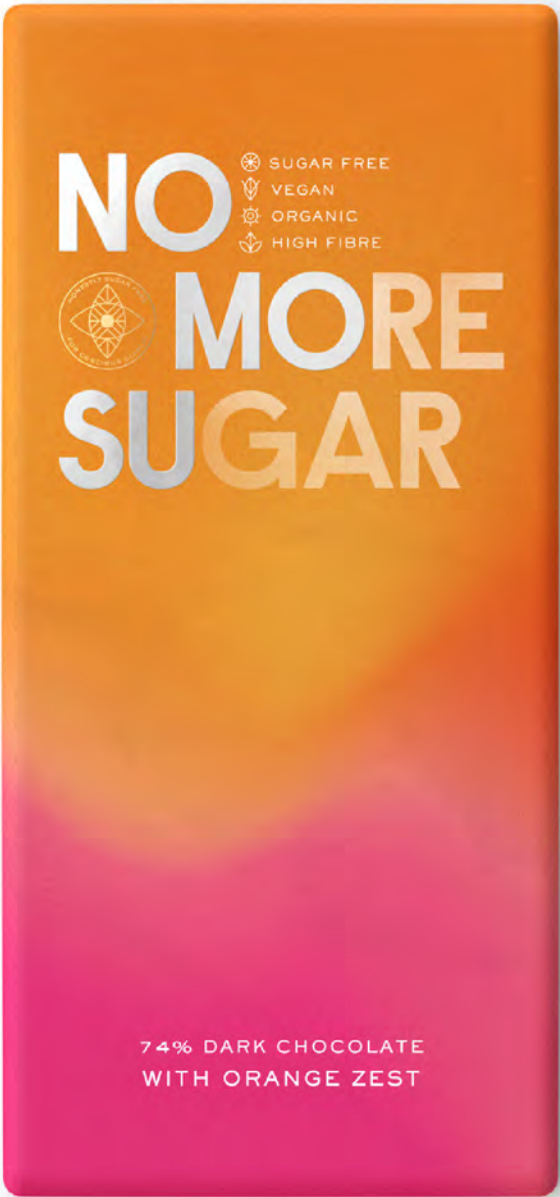
DESIGN FOR BETTER LIVING

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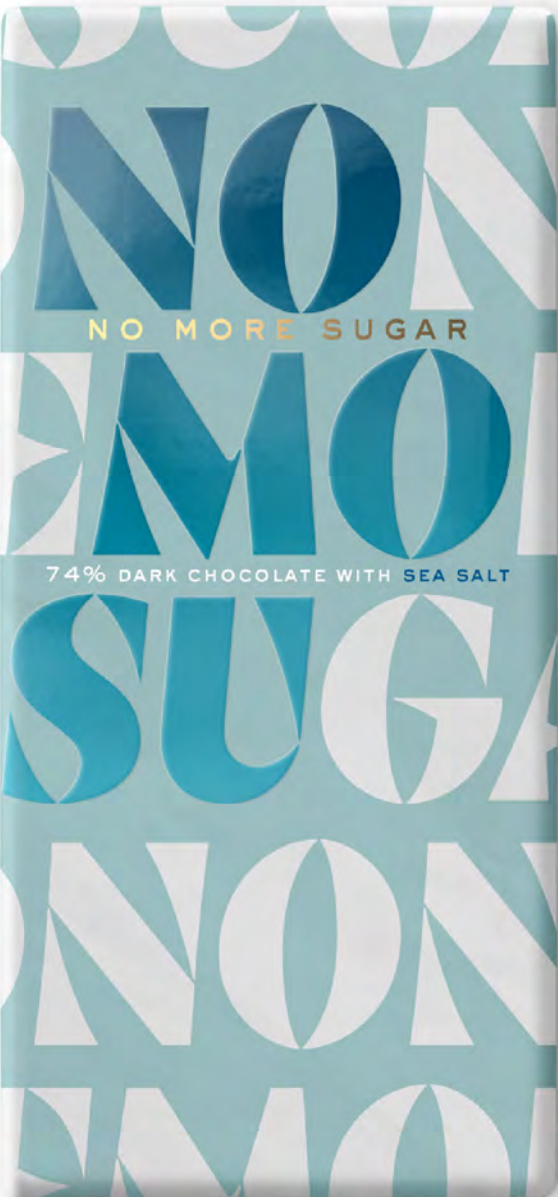
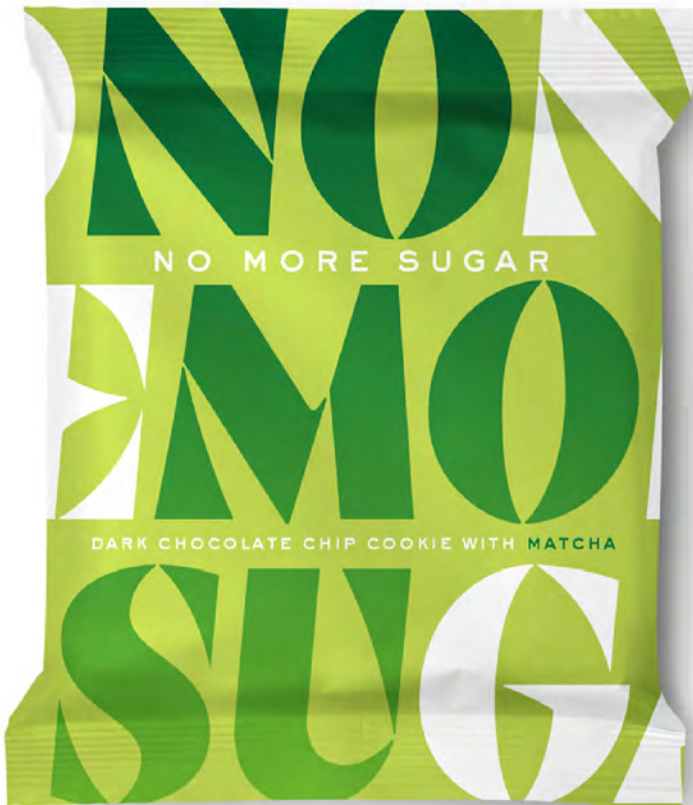


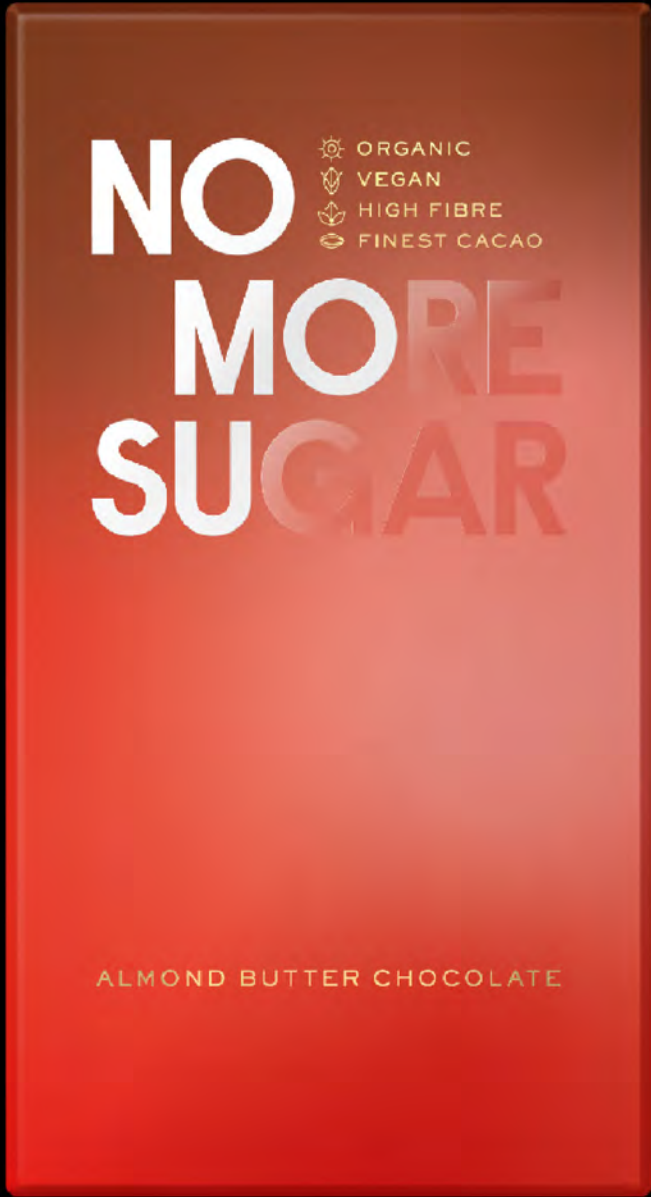
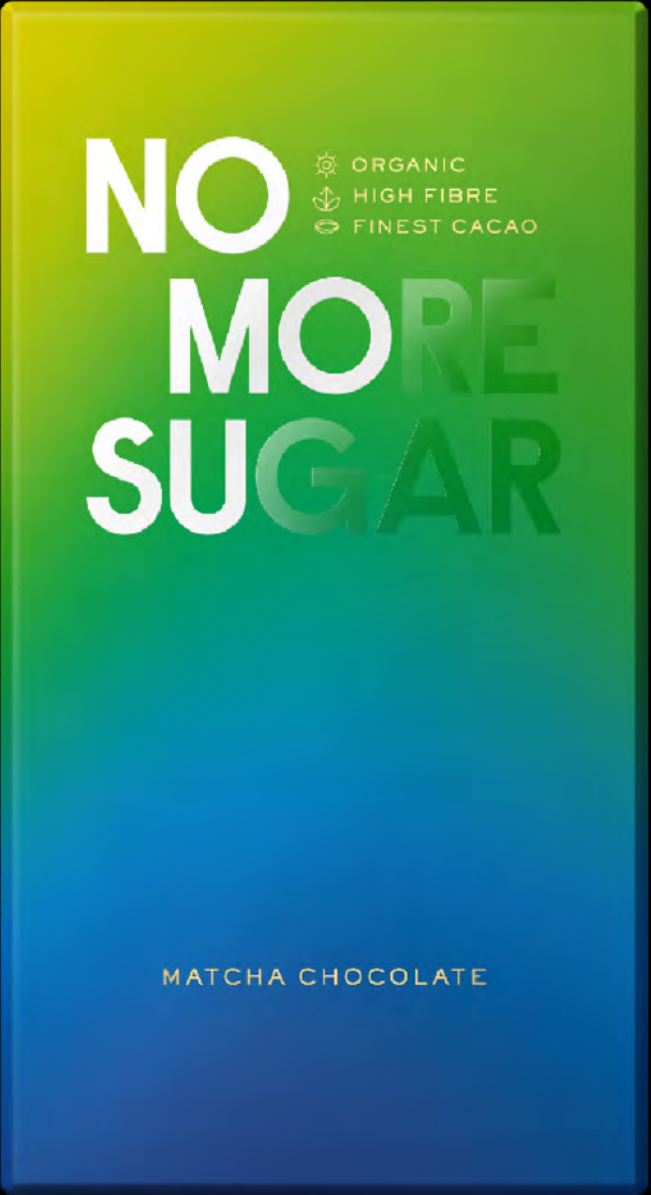
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Option 1



Option 2





Here.

NO
MORE
SUGAR

SHOPABOUTSUSTAINABILITYINGREDIENTSTHE SCIENCE ▾BLOG

BASKET ▾

NO
MORE
SUGAR

NO
MORE
SUGAR

SHOPABOUTSUSTAINABILITYINGREDIENTSTHE SCIENCE ▾BLOG

BASKET ▾

NO
MORE
SUGAR

ORGANIC
HIGH FIBRE
FINEST CACAO

MILK CHOCOLATE

NO
MORE
SUGAR

ORGANIC
HIGH FIBRE
FINEST CACAO

MILK CHOCOLATE

MILK CHOCOLATE

85g

Silky 46% cacao dark milk chocolate that naturally hits the sweet spot, made from carefully selected, organic, rainforest-alliance cacao from Ecuador and Dominica and organic milk from grass-fed cows: no sugar added, organic, high fibre, seriously delicious.

★★★★★

Choose a quantity

1

↑

↓

ADD TO BASKET

Powered by

★★★★★

Currently, there are no reviews for this product.

ORGANIC

HIGH FIBRE

FINEST CACAO

NO
MORE
SUGAR

ORGANIC
HIGH FIBRE
FINEST CACAO

MILK CHOCOLATE

NO
MORE
SUGAR

ORGANIC
HIGH FIBRE
FINEST CACAO

DARK CHOCOLATE WITH ORANGE ZEST

NO
MORE
SUGAR

ORGANIC
HIGH FIBRE
FINEST CACAO

ALMOND BUTTER CHOCOLATE

NO
MORE
SUGAR

ORGANIC
HIGH FIBRE
FINEST CACAO

80% DARK CHOCOLATE

NO
MORE
SUGAR

ORGANIC
HIGH FIBRE
FINEST CACAO

DARK CHOCOLATE WITH HAZELNUT

NO
MORE
SUGAR

ORGANIC
HIGH FIBRE
FINEST CACAO

72% DARK CHOCOLATE

Here.

Key Learnings

Here.

THE BRIEF

Brevity

Clarity

Creativity

ON SHELF

Colour

Contrast

Space

ONLINE

Visual
Consistency

Digital
Friendly
Equities

CASE STUDY
LEARNINGS

Embedded
Sustainability

Digital
Native

Power of Design

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Thank you

www.bordbia.ie