

BORD BIA
IRISH FOOD BOARD

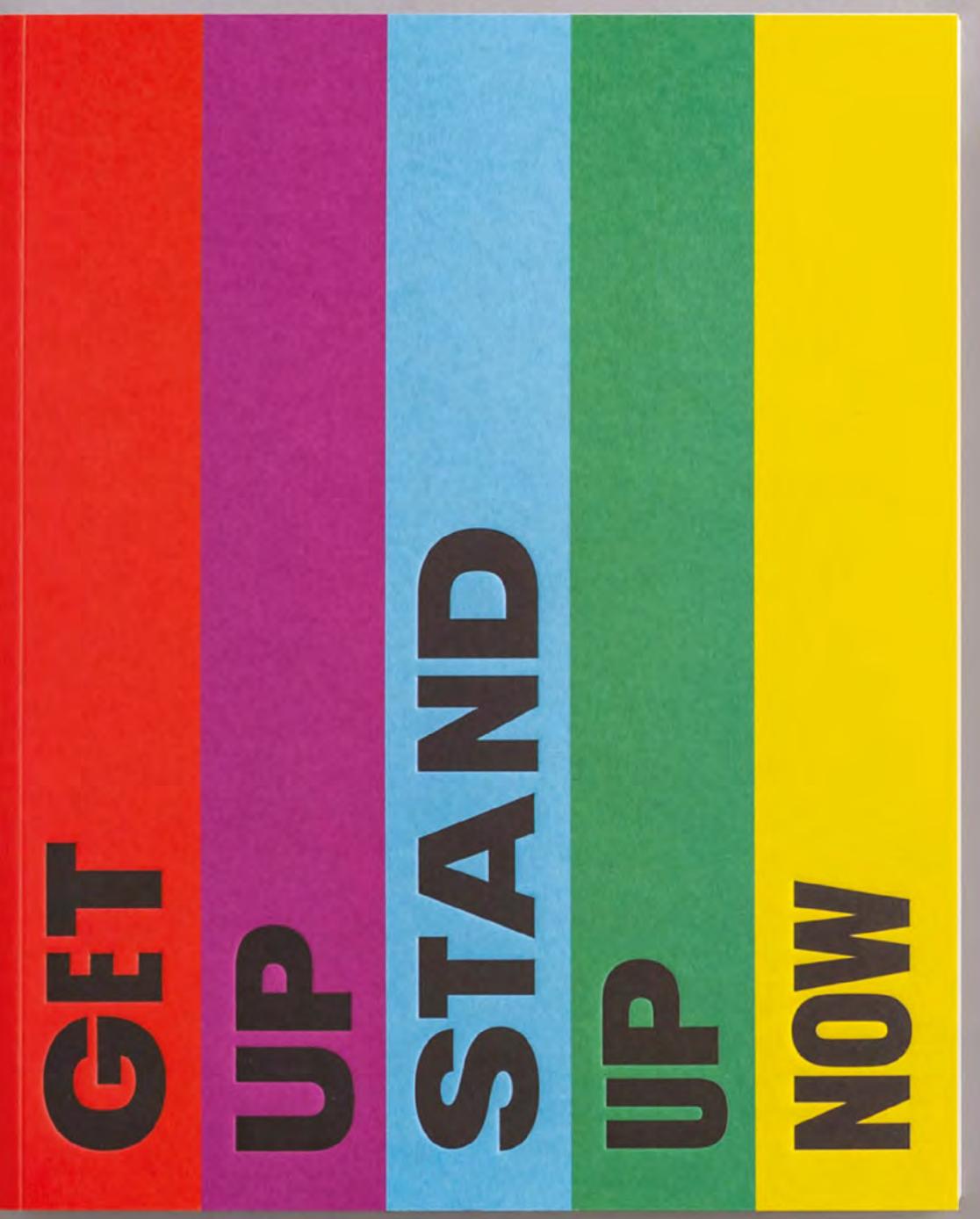
BRAND FORUM

Packaging Design Masterclass

Wednesday 24th November 2021 | 12.00 - 13.00hrs

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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.



Brevity



Here.

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

BLAISE PASCAL (LETTER 16, 1657)

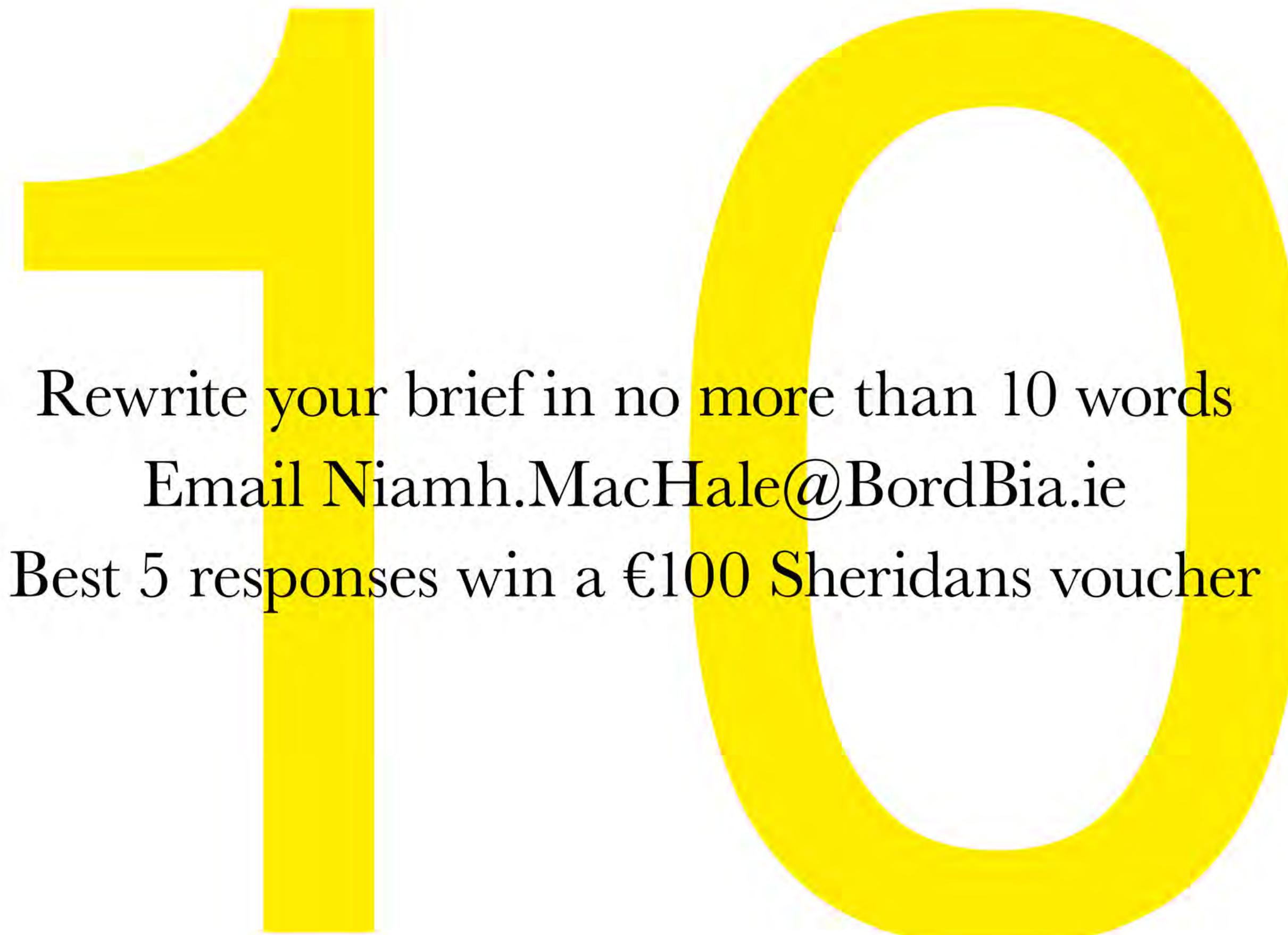
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Jaws. In Space.

A4

Here.



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, camaraderie, 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 agency's.

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.

3. The Unexpected

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There also must be the window for change. The new shoe, the

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4. Re 1

We must touch the
customer account every
day, creative director
must be accessible

Ideas

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That's someone else's job.

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”

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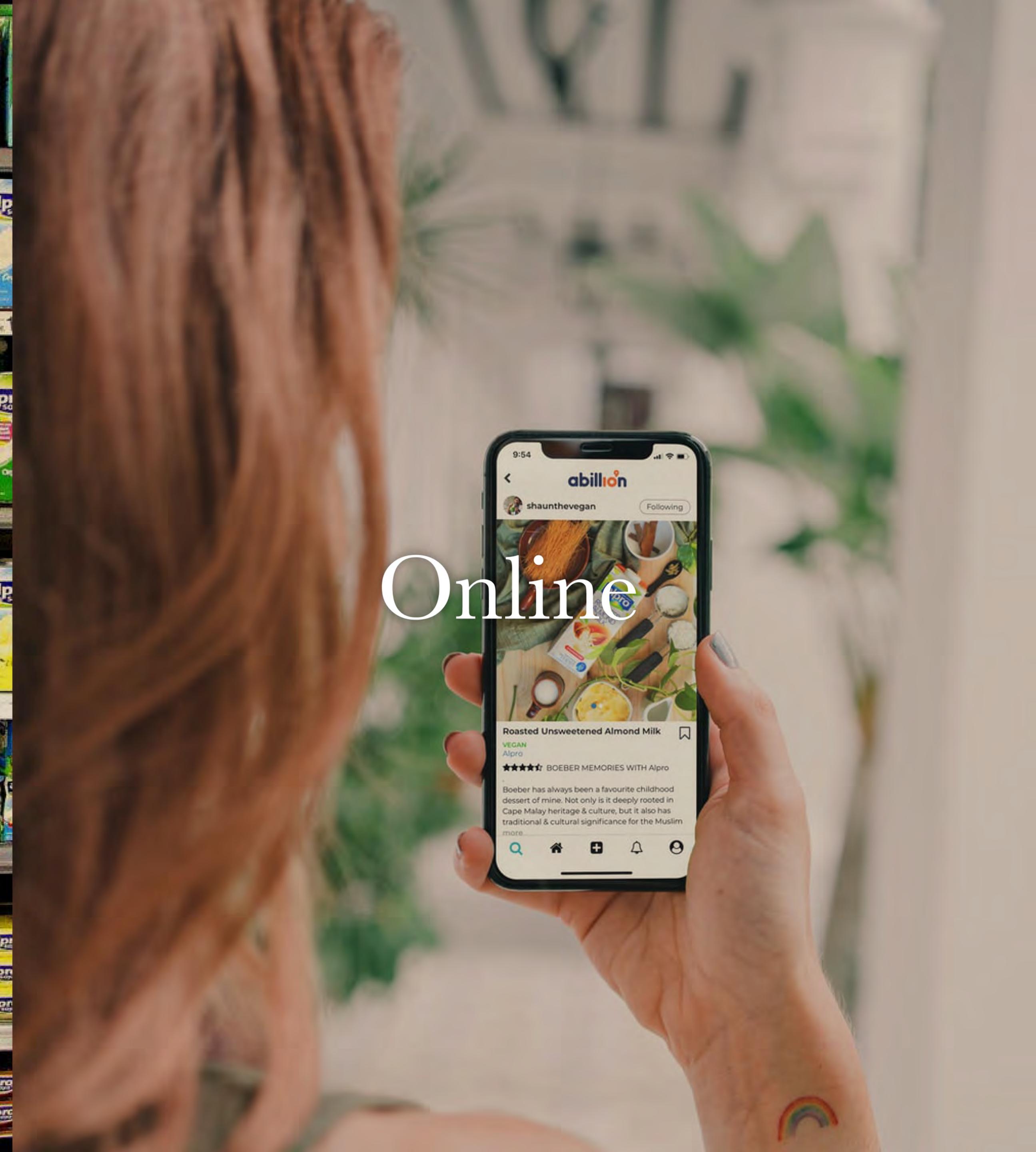
The Competitive Landscape

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Port Rio Packaging Webinar November 2021

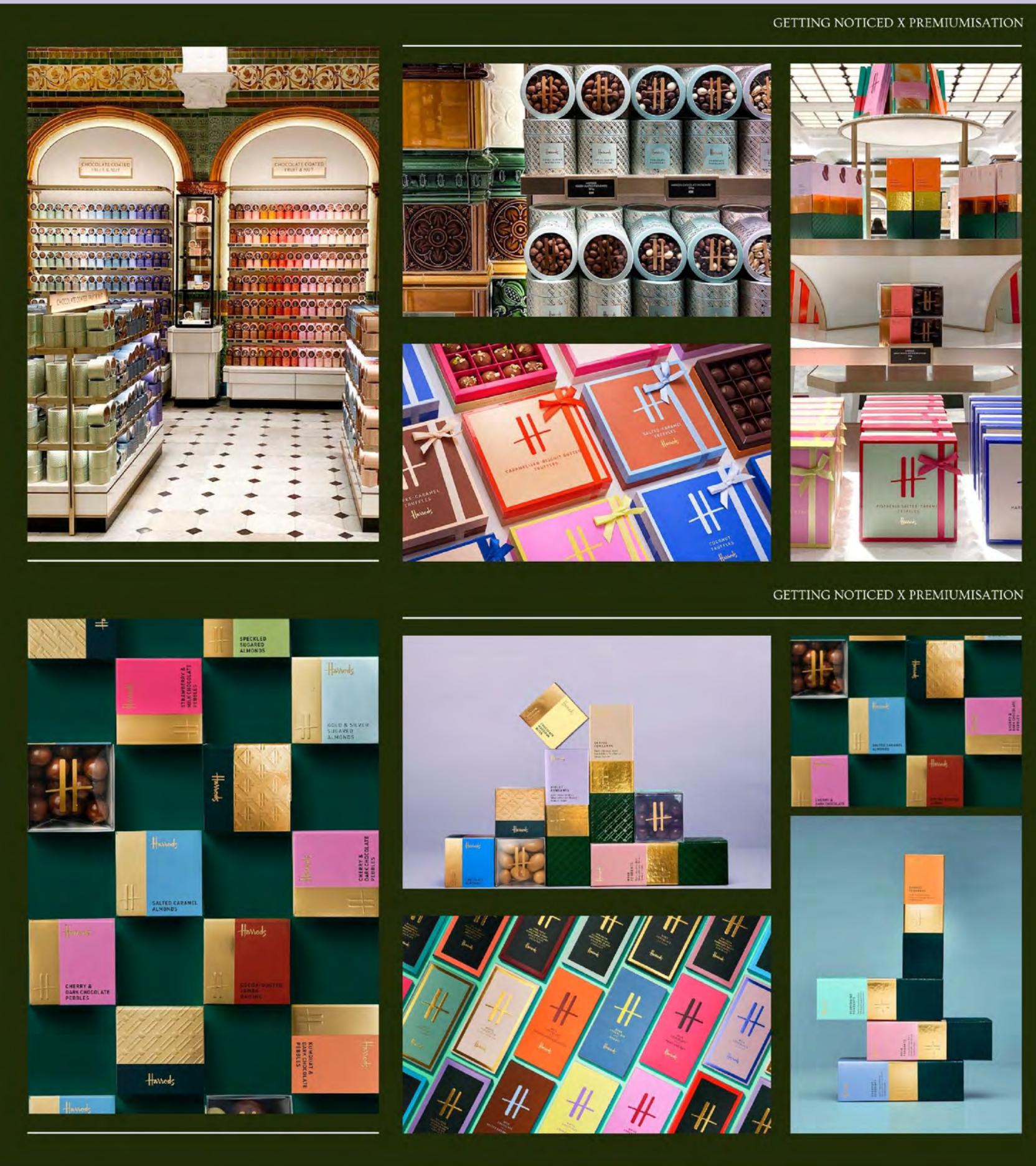


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On Shelf

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Colour



Contrast



Space

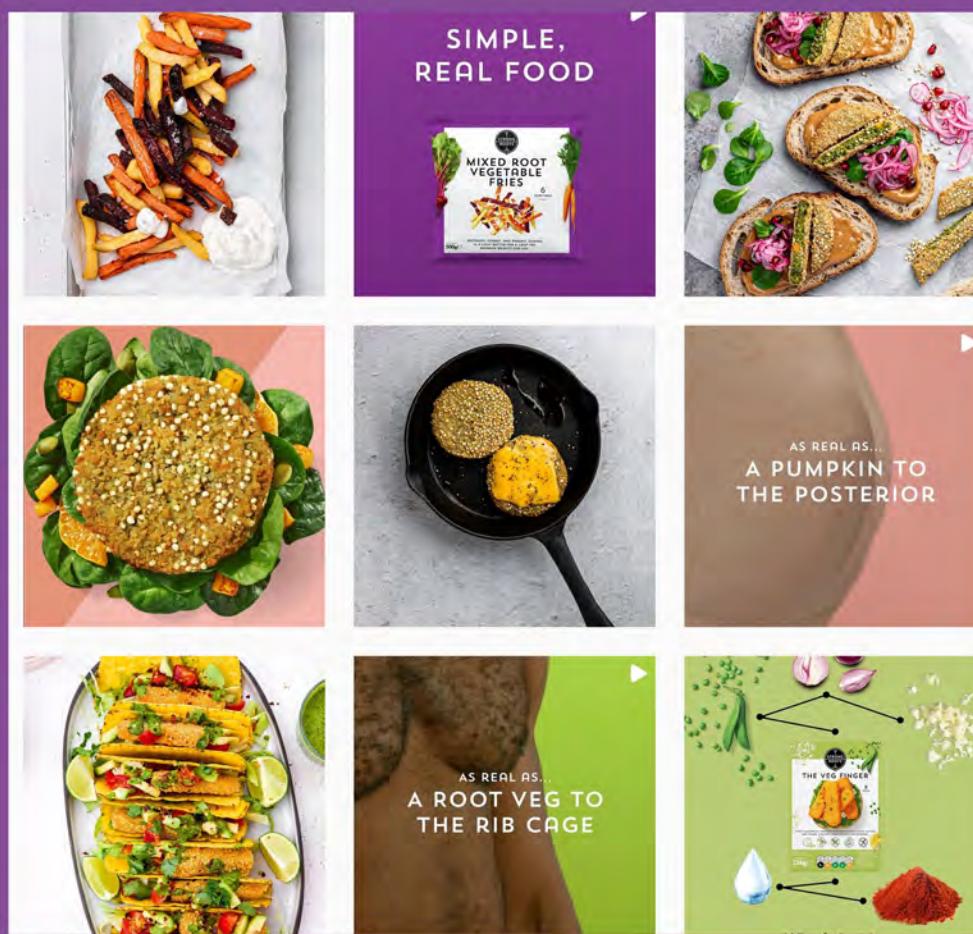
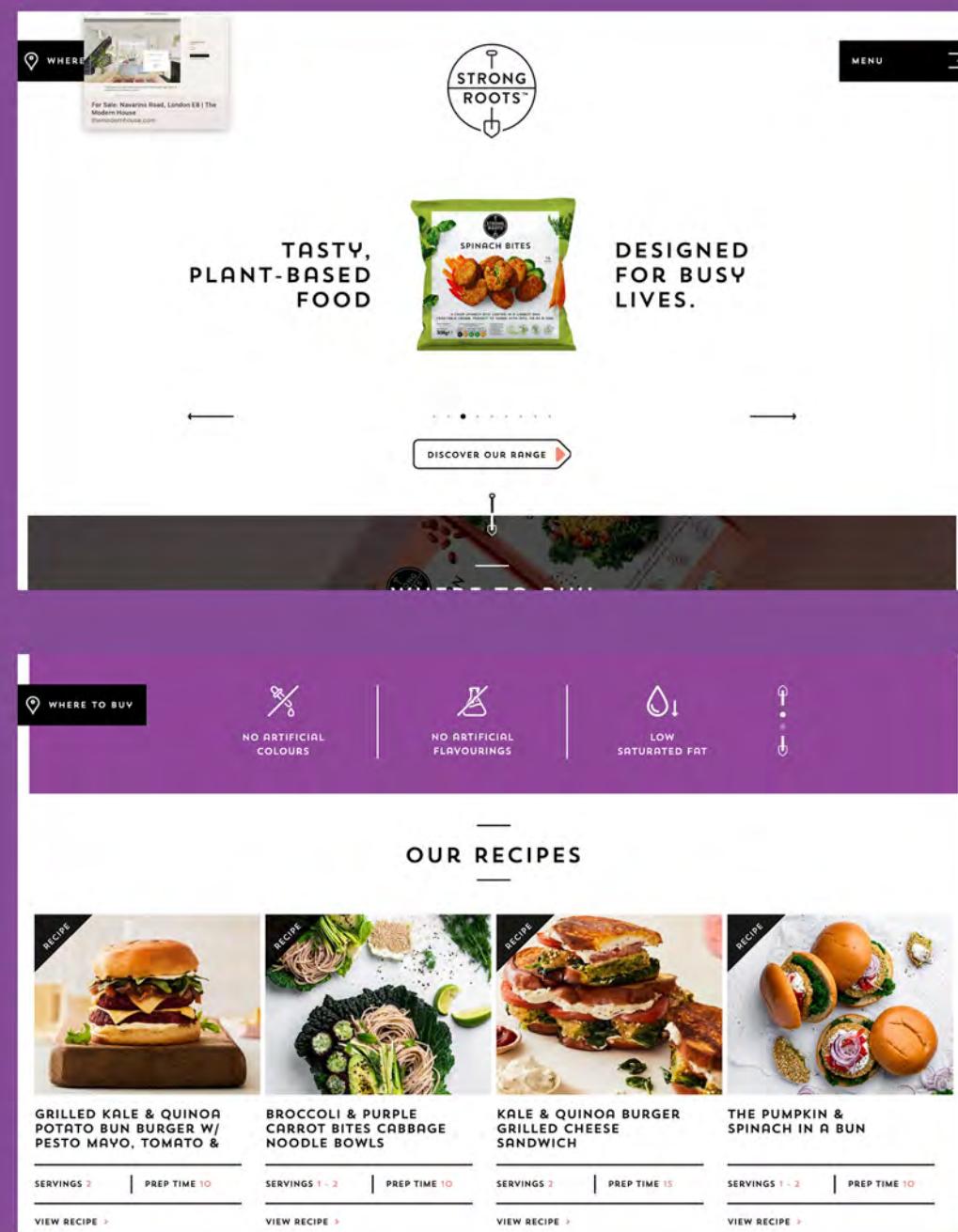


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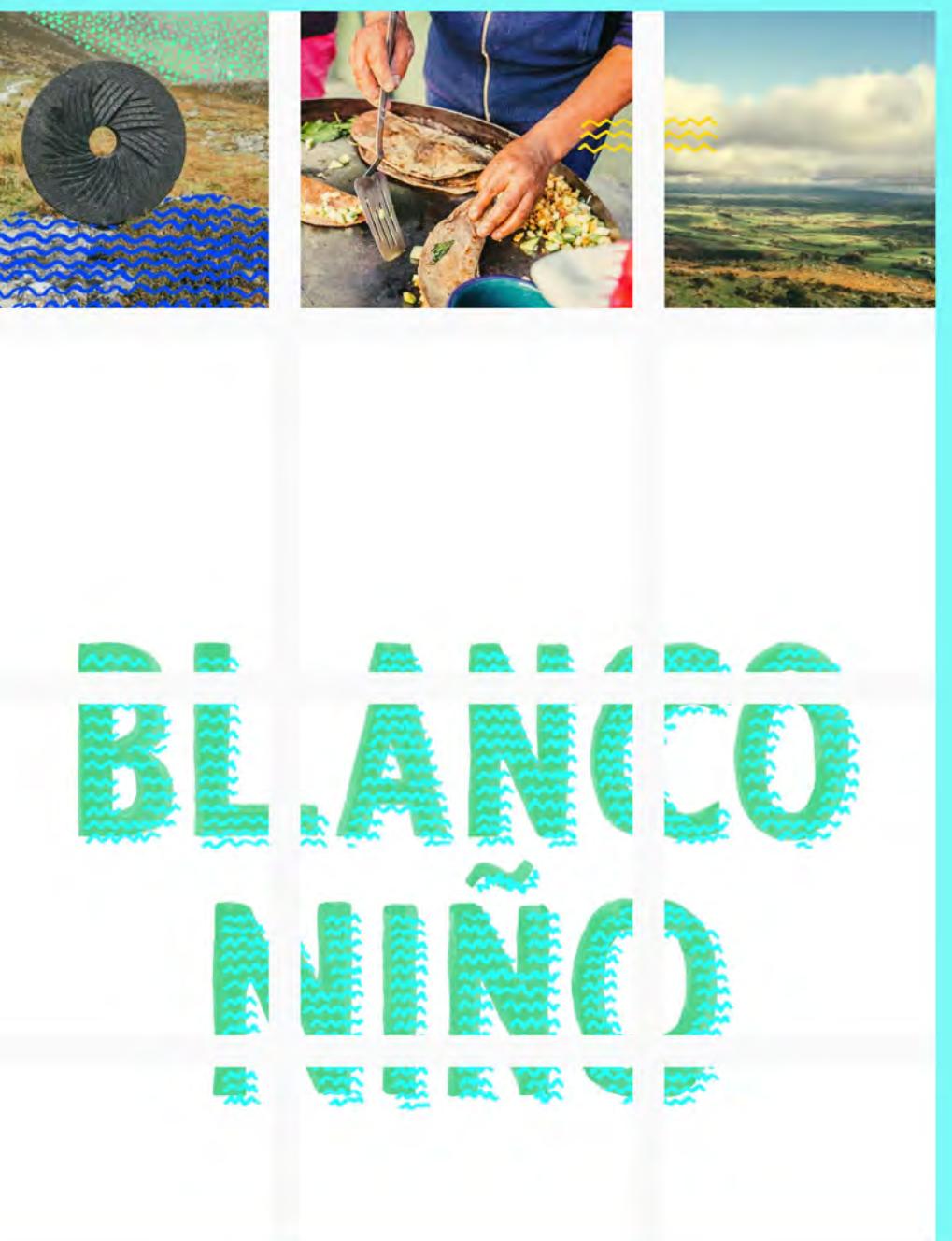


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Visual Consistency



Digital Friendly Equities

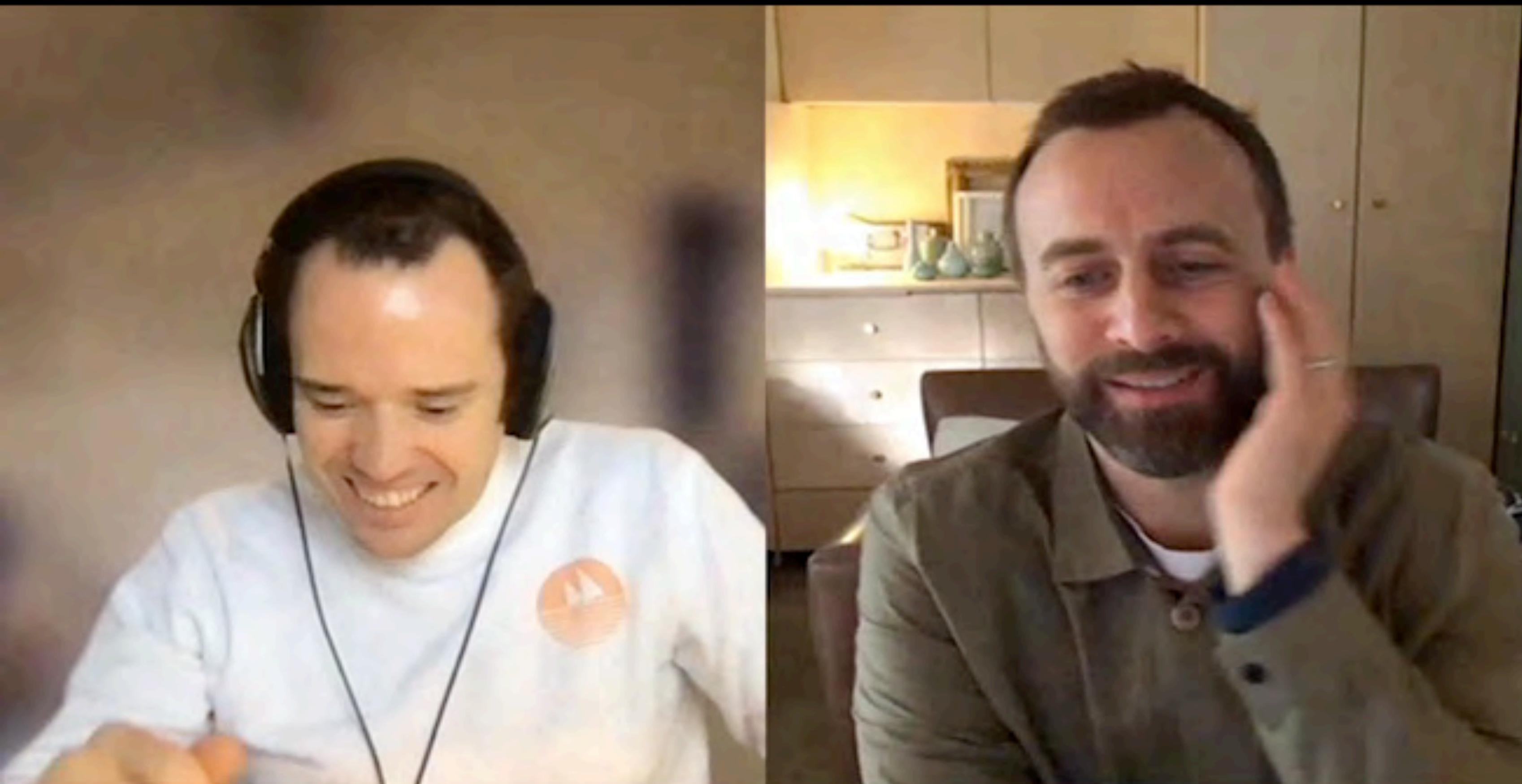


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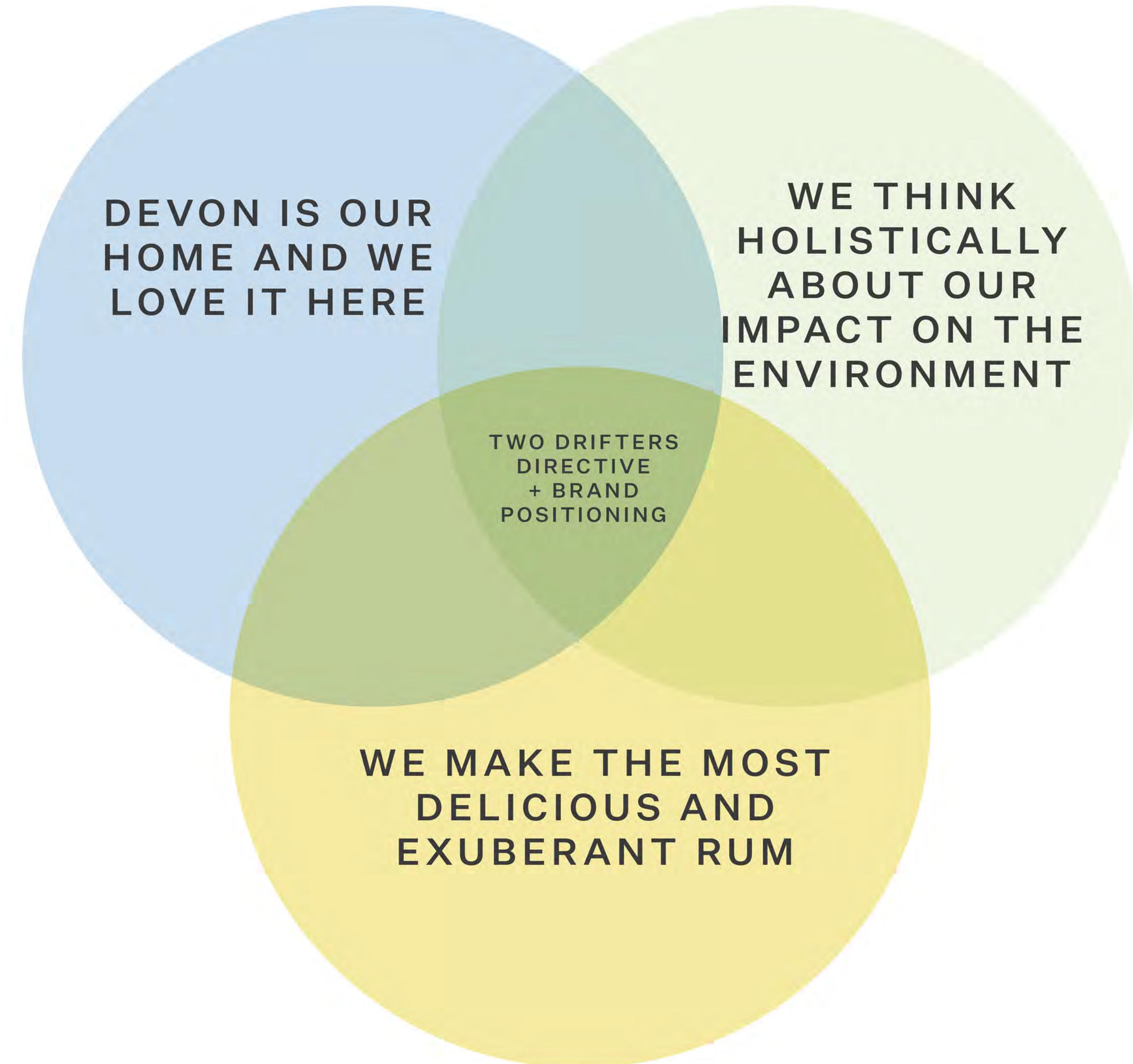
Case Studies

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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

3.2

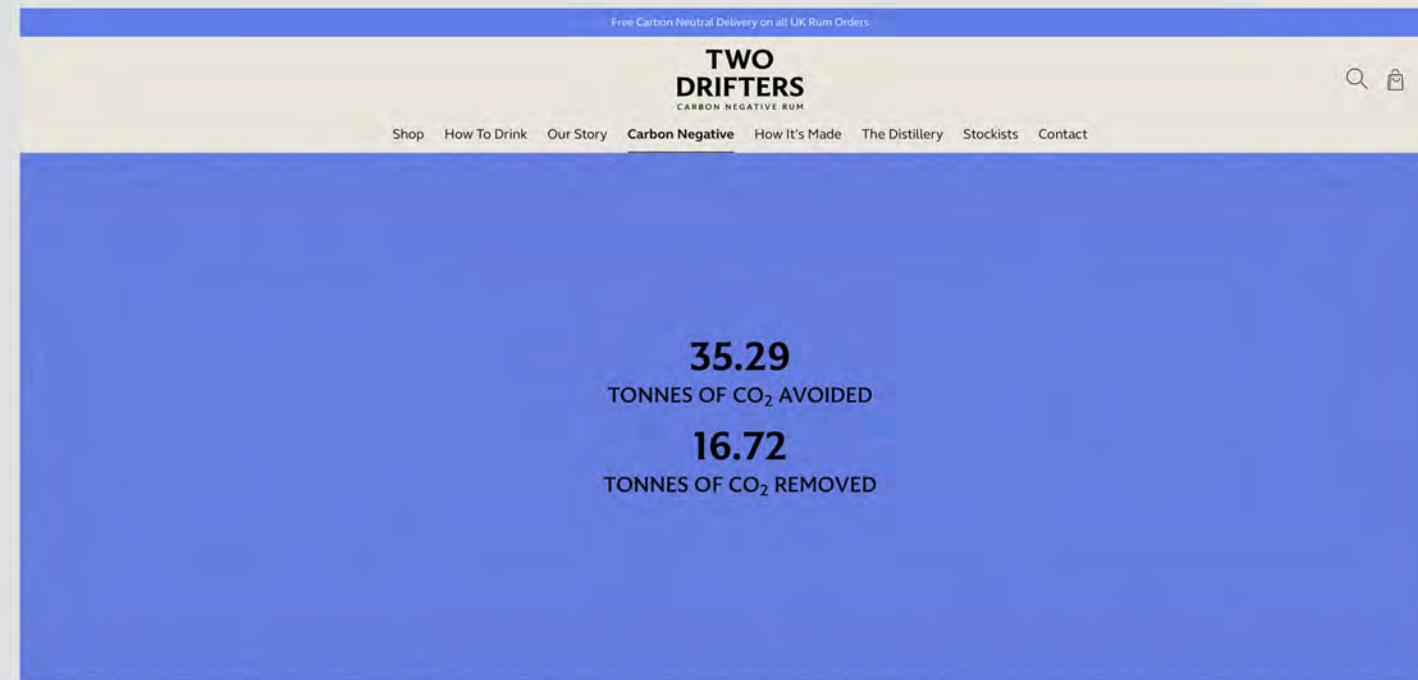
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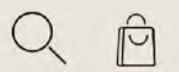
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Free Carbon Neutral Delivery on all UK Rum Orders

TWO DRIFTERS

CARBON NEGATIVE RUM



Shop How To Drink Our Story **Carbon Negative** How It's Made The Distillery Stockists Contact
offset with Climeworks.

Our values

We partner with a wide variety of businesses to ensure our processes and products are the best quality and cause the least amount of environmental impact.

- ✓ Not harming the planet
- ✓ Avoiding CO₂ emissions as primary and offset anything remaining
- ✓ Still enjoying things we love, but in a socially responsible way

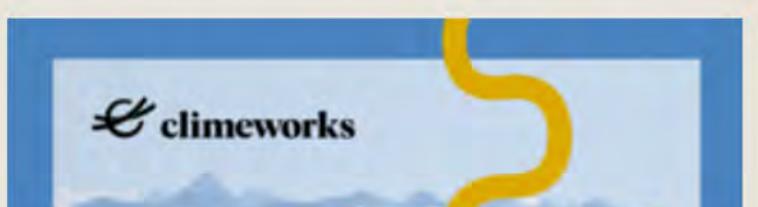
Our products

It's not just the making of the rum, that we take into account. We think about every part of the packaging too.



Our partners

To offset any CO₂ produced we partner with [Climeworks](#) who are experts in carbon capture. We also partner with [Carbfix](#), who turn the captured CO₂ into stone and store it underground



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

Here.



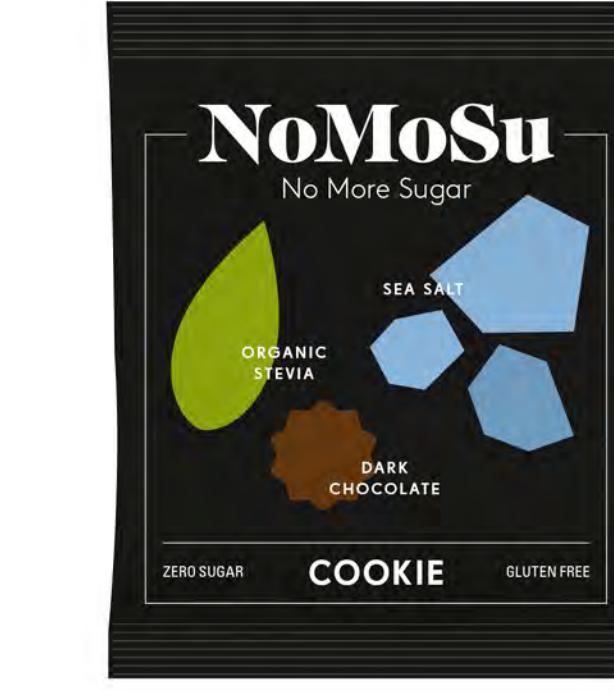
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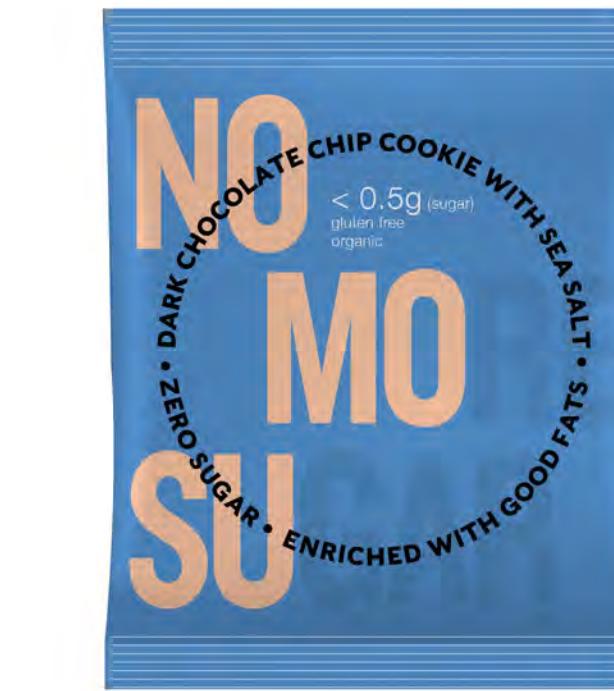
A Modern Movement for Conscious Clarity

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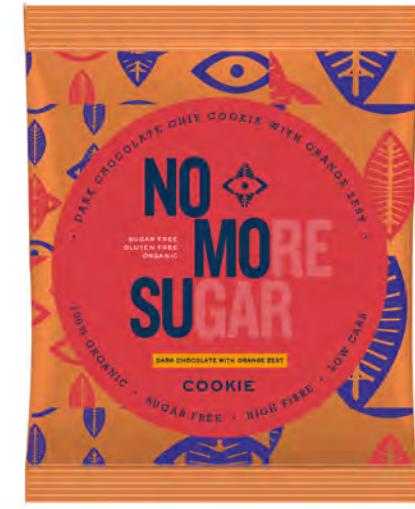
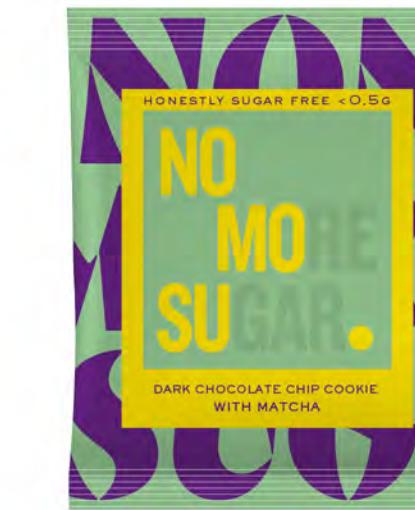
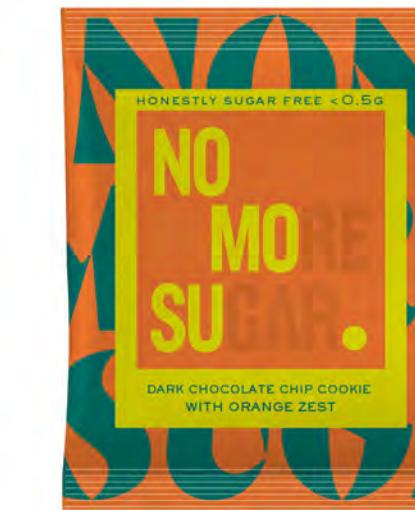
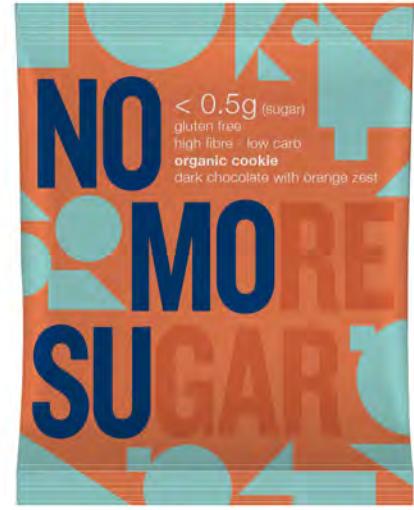
METICULOUS BEAUTY



DESIGN FOR BETTER LIVING



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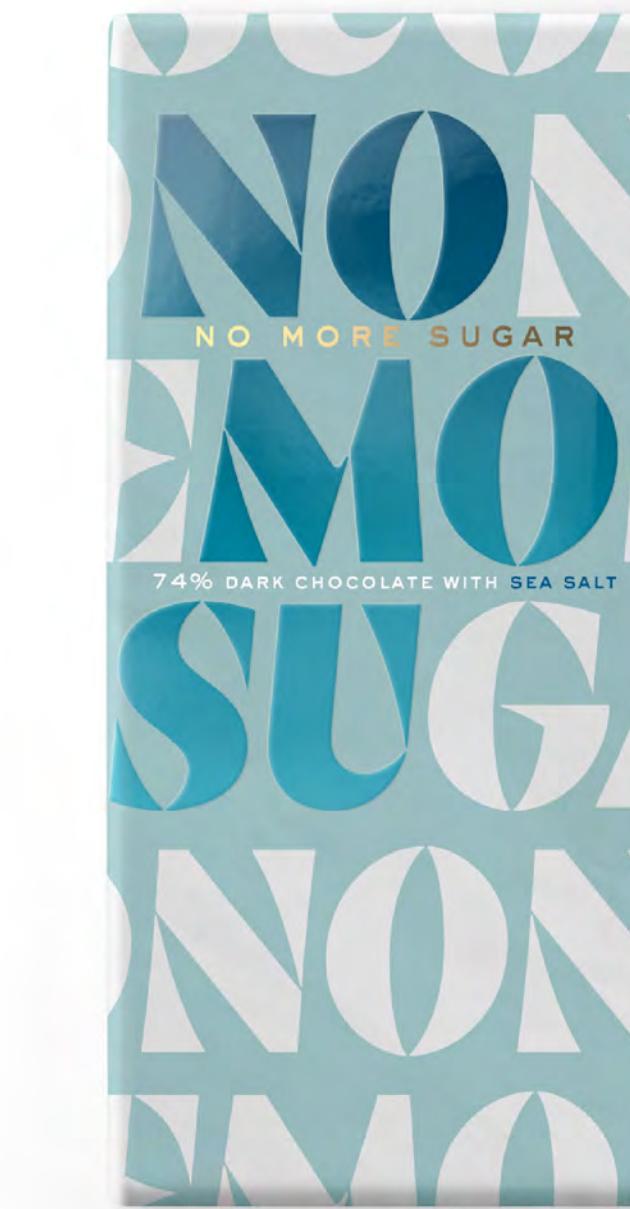
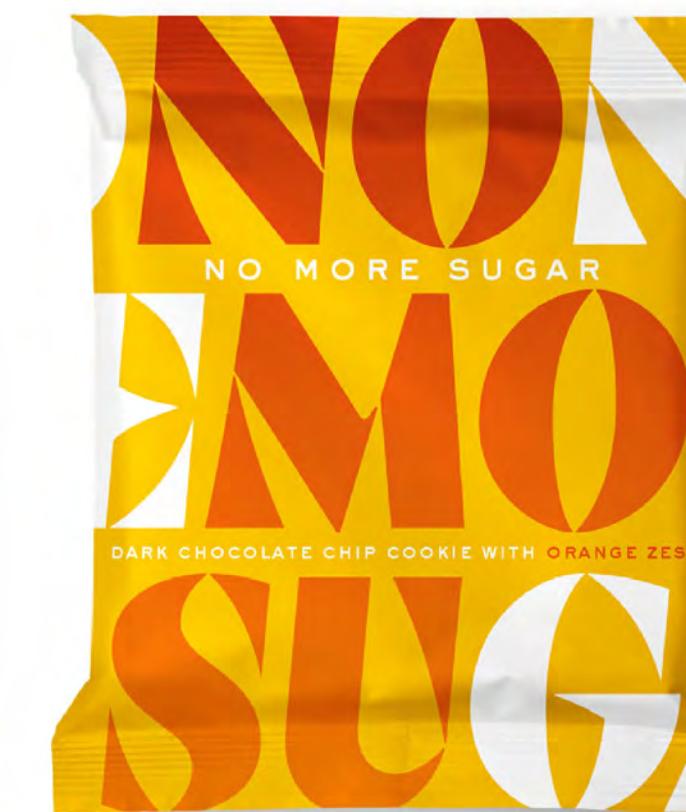


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Option 1

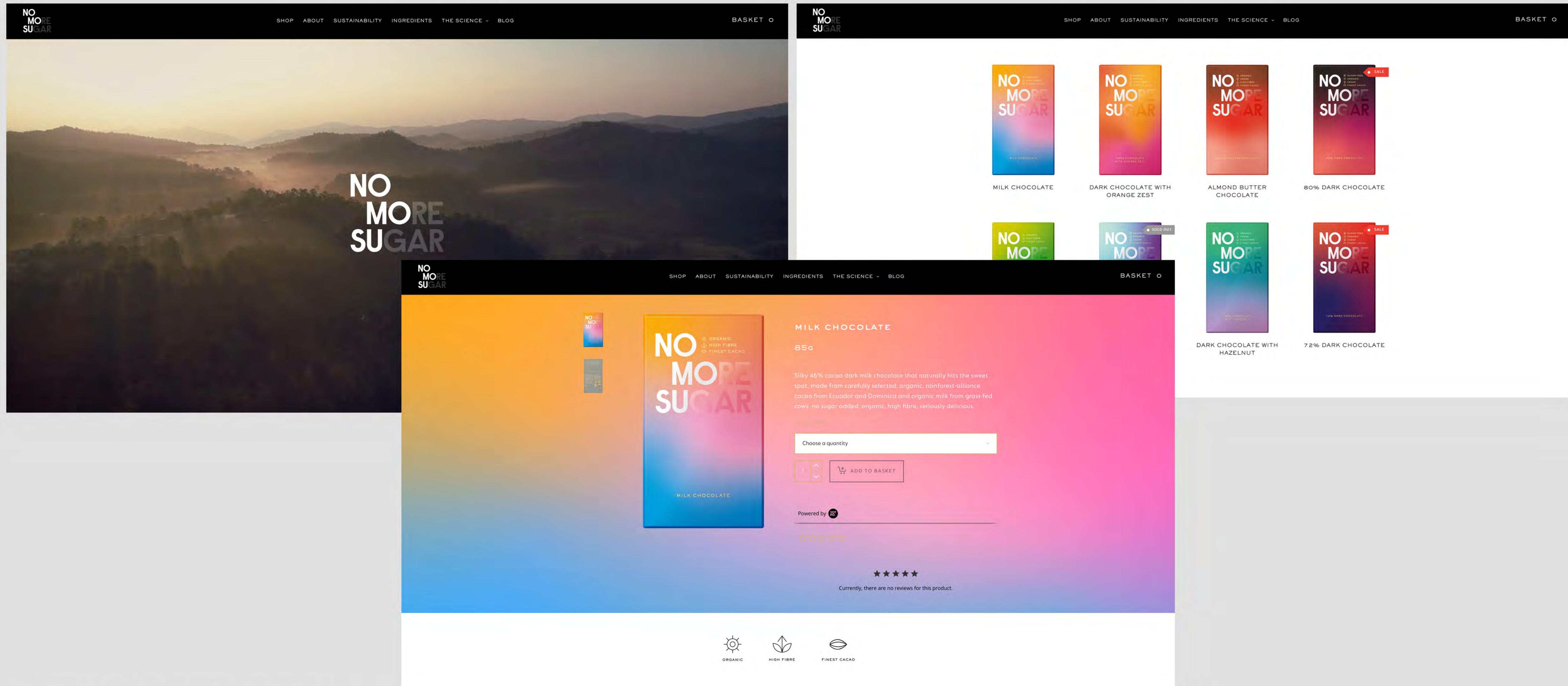


Option 2





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Key Learnings

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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