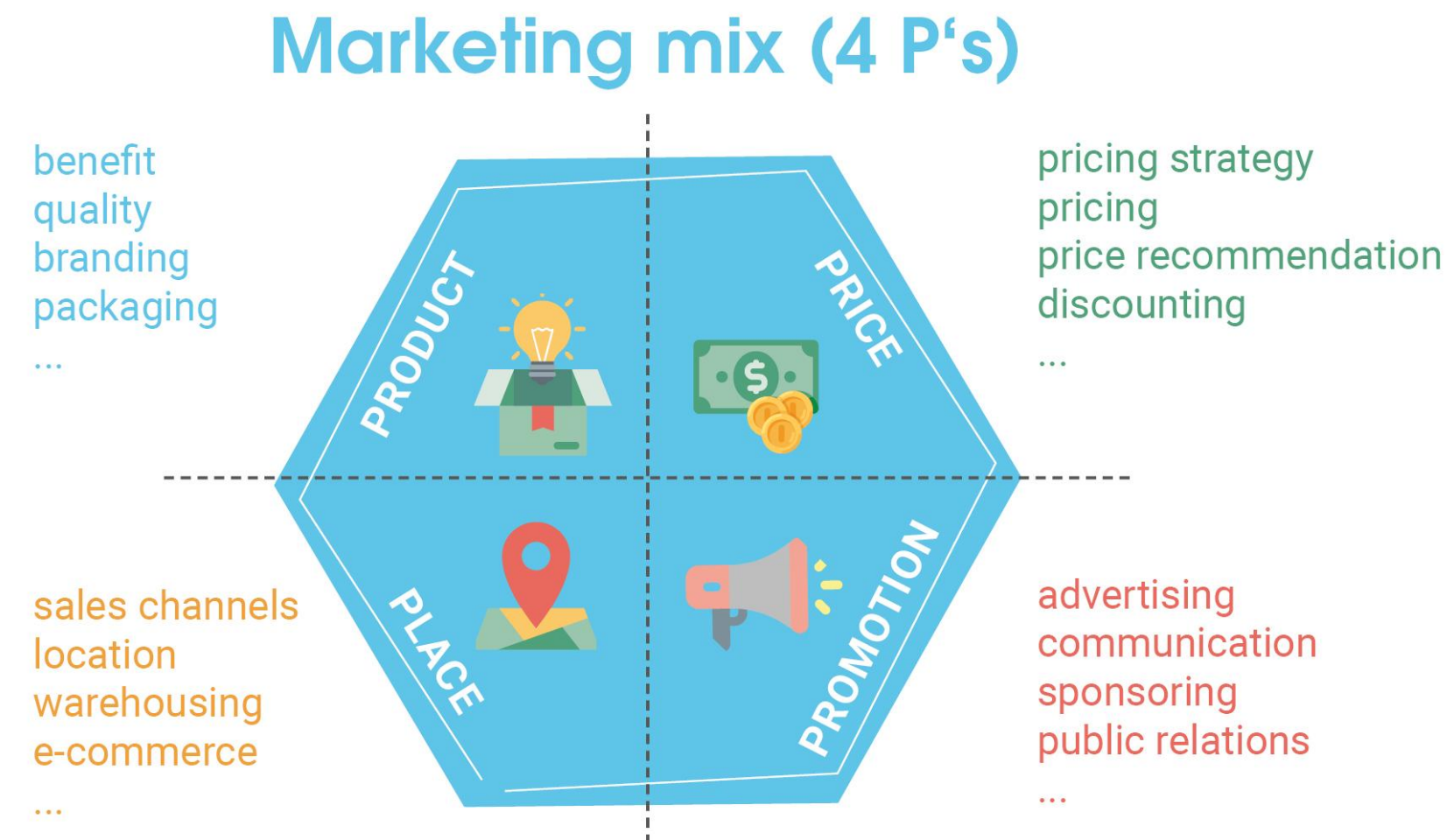




Training objective

- **1. Marketing Mix**
 - Understand the concept and components of the marketing mix (4Ps/7Ps)
- **2. Packaging**
 - Identify the role of packaging in product differentiation and customer perception
- **3. Branding & Labelling**
 - Understand the importance of branding in building customer loyalty



Marketing Mix 4P



Marketing Mix 6/7P



Marketing Mix

- <https://www.youtube.com/watch?v=oMZMrnNWY-A>



- <https://www.youtube.com/watch?v=JlirzTdaey4>



Packaging as 7P

Key objectives of packaging:

- Identify the brand
- Convey descriptive and persuasive information
- Facilitate product transportation and protection
- Assist at home storage
- Aid product consumption



1

Product

First, clearly identify the purpose of your product. Then turn your product into the best product that serves the customer's purpose.



2

Price

add correct value to your product because price is one of the most critical factors in marketing...



2

Promotion

Identify how we getting closer to our targeting customers...



4

Place

Where consumers and salespeople connect with each other...Online stores
Retail stores, Wholesale stores, Trade shows are some of them...



5

Packaging

Packaging is simply the way your product or service looks outside...



6

Positioning

Did you know what is the position that you target?
Depending on the income of people, the goods they consume are different ...



7

People

How people affect your marketing.

Identify correct consumers that you want to market your product

Roles of packaging

- **1. Enhances Product Appeal**
 - Attractive packaging grabs **attention on shelves** and differentiates the product from competitors.
 - It acts as **a silent salesperson**, influencing buying decisions through design, colour, and style.
- **2. Communicates Brand Identity**
 - Packaging reflects the **brand's values, personality, and positioning**.
 - Consistent packaging builds **brand recognition and trust** among consumers.
- **3. Provides Information**
 - Labels and packaging convey essential details such as usage instructions, ingredients, and legal compliance.
 - Helps consumers **make informed choices**.

Roles of packaging

■ 4. Protects the Product

- Ensures safety and quality during **transportation, storage, and handling**.
- Reduces damage and maintains product integrity.

■ 5. Supports Marketing & Promotion

- Packaging can include **promotional messages**, QR codes, or seasonal designs to boost engagement.
- It reinforces **advertising campaigns** and pricing strategies.

■ 6. Influences Perceived Value

- Premium packaging can **justify higher pricing** and create a **sense of exclusivity**.
- Eco-friendly packaging appeals to **sustainability-conscious** customers.

Types of packaging

■ 1. Primary Package

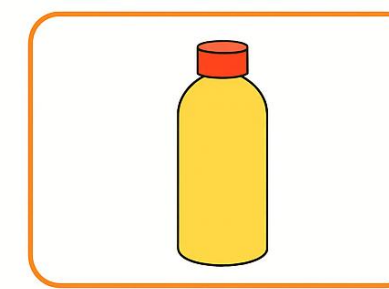
- **Definition:** The first layer of packaging that directly contains the product.
- **Purpose:** Protects the product and provides essential information for the consumer.
- **Examples:** Bottle for a soft drink, tube for toothpaste, wrapper for a chocolate bar.

■ 2. Secondary Package

- **Definition:** The outer packaging that groups primary packages together.
- **Purpose:** Facilitates handling, branding, and display; adds extra protection.
- **Examples:** Cardboard box containing multiple toothpaste tubes, shrink wrap around beverage bottles.

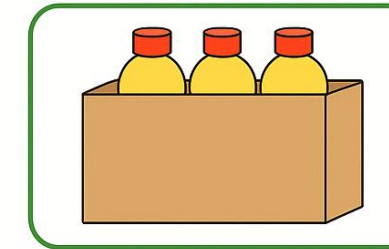
■ 3. Shipping Package

- **Definition:** The packaging used for transportation and bulk handling.
- **Purpose:** Ensures safe delivery during shipping and storage; designed for logistics.
- **Examples:** Corrugated cartons, crates, pallets.



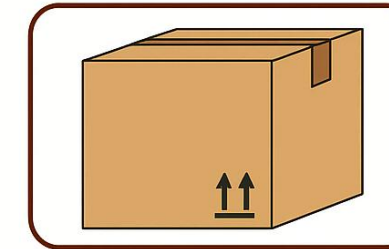
PRIMARY PACKAGE

The first layer of packaging that directly contains the product



SECONDARY PACKAGE

The outer packaging that groups primary packages together



SHIPPING PACKAGE

The packaging used for transportation and bulk handling

Trends in packaging

■ 1. Self-Service

- Modern retail environments rely heavily on self-service.
- **Packaging must attract attention**, clearly communicate product benefits, and provide easy identification without assistance.
- Visual appeal and clear labelling are critical for influencing purchase decisions.

■ 2. Consumer Affluence

- With rising disposable income, consumers expect **premium packaging**.
- High-quality materials, elegant design, and sustainability features are becoming standard.
- Packaging is now seen as part of the **product experience**, not just protection.



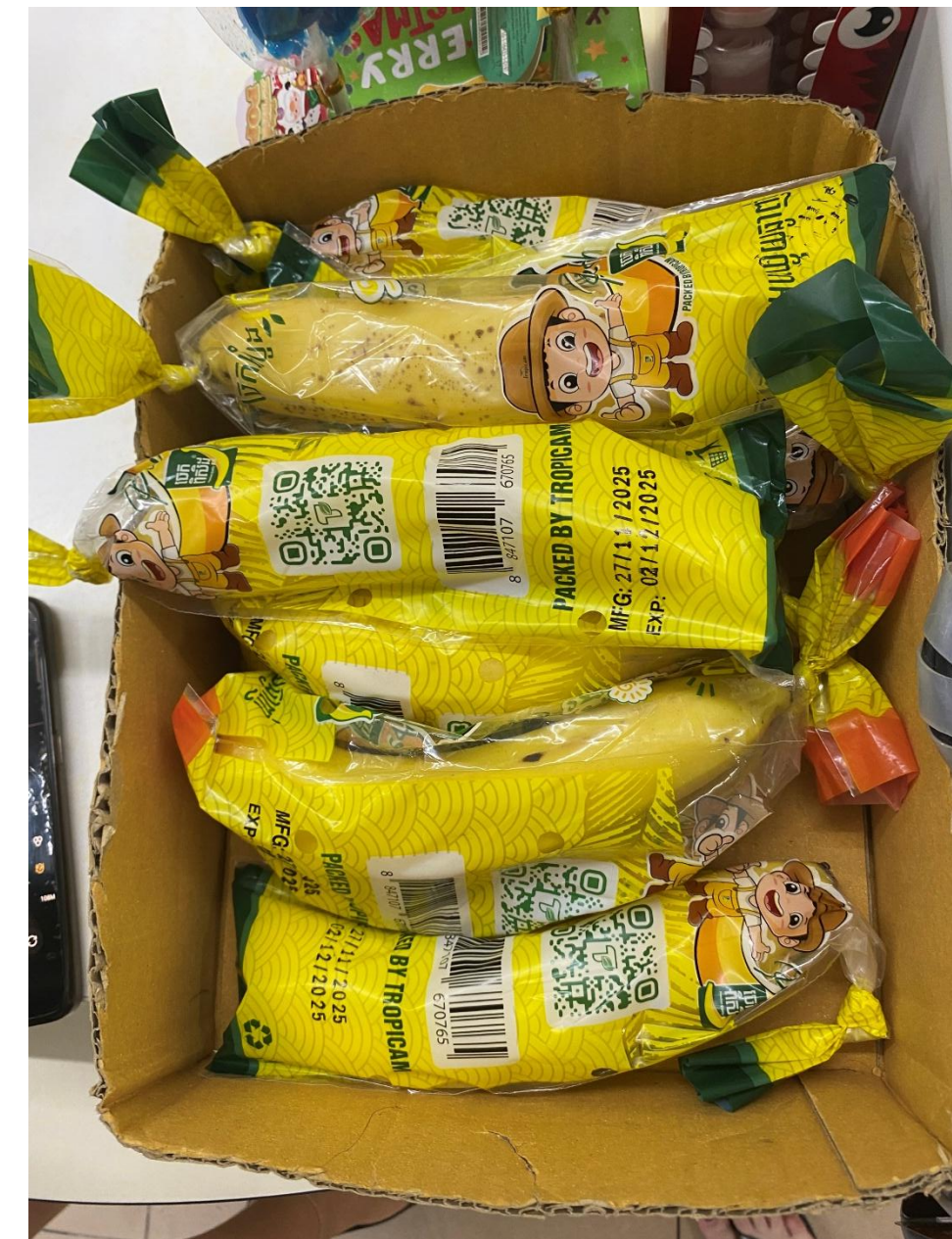
Trends in packaging

■ 3. Company and Brand Image

- Packaging is a **powerful branding tool**.
- Consistent design reinforces **brand identity and builds trust**.
- Eco-friendly and innovative packaging enhances a company's reputation.

■ 4. Innovation Opportunity (Easy-to-Carry, Easy-to-Open)

- Convenience is a major trend: lightweight, resealable, and ergonomic designs.
- Features like **easy-open** lids, **portion packs**, and portable formats cater to on-the-go lifestyles.
- **Smart packaging** (QR codes, freshness indicators) adds value and engagement.



Branding

- Any Name, Term, Sign, Symbol, Design
- Name: by which it can be called
- Mark: by which it can be visually recognized

Importance:

- Source of consumers' **trust**
- Key to advertising, **brand loyalty**, repeat sales
- Umbrella or platforms for introduction of new product
- Indication of specific quality level
- Reducing **uncertainty** at consumer level



BRANDING
is the way that your customer perceives you



Branding

- **1. Brand Identity**
 - The visual and verbal elements that represent the brand (logo, colours, typography, tagline).
 - Creates **recognition and differentiation** in the market.
- **2. Brand Positioning**
 - Defines how **the brand is perceived** relative to competitors.
 - Communicates the **unique value proposition** to the target audience.
- **3. Brand Personality**
 - Human-like traits associated with the brand (e.g., friendly, innovative, luxurious).
 - Helps build **emotional connections** with consumers.

Branding

■ 4. Brand Equity

- The overall value of the brand based on **consumer perception, loyalty, and trust**.
- Strong equity allows **premium pricing and competitive advantage**.

■ 5. Brand Communication

- Consistent **messaging** across advertising, packaging, and digital platforms.
- Reinforces **brand values and builds awareness**.

■ 6. Brand Experience

- The total interaction consumers have with the brand (product quality, customer service, online presence).
- Positive experiences lead to **loyalty and advocacy**.

The World's 25 Most Valuable Brands 2024



<p>1 +1</p> <p>\$516.6 bn +74%</p>	<p>2 +2</p> <p>\$340.4 bn +78%</p>	<p>3 0</p> <p>\$333.4 bn +19%</p>	<p>4 -3</p> <p>\$308.9 bn +3%</p>	<p>5 +1</p> <p>\$99.4 bn -0%</p>
<p>6 -1</p> <p>\$96.8 bn -15%</p>	<p>7 +3</p> <p>\$84.2 bn +28%</p>	<p>8 +6</p> <p>\$75.7 bn +28%</p>	<p>9 +2</p> <p>\$73.3 bn +17%</p>	<p>10 -3</p> <p>\$71.8 bn +3%</p>
<p>11 -3</p> <p>\$71.8 bn +6%</p>	<p>12 +3</p> <p>\$71.1 bn +21%</p>	<p>13 +13</p> <p>\$70.4 bn +48%</p>	<p>14 -2</p> <p>\$65.6 bn +5%</p>	<p>15 +3</p> <p>\$60.7 bn +14%</p>
<p>16 +1</p> <p>\$60.4 bn +5%</p>	<p>17 -1</p> <p>\$59.4 bn +1%</p>	<p>18 -9</p> <p>\$58.3 bn -12%</p>	<p>19 +16</p> <p>\$53.1 bn +34%</p>	<p>20 -7</p> <p>\$52.8 bn -14%</p>
<p>21 -2</p> <p>\$52.7 bn +0%</p>	<p>22 +5</p> <p>\$50.5 bn +7%</p>	<p>23 +2</p> <p>\$50.3 bn +4%</p>	<p>24 -3</p> <p>\$50.1 bn +1%</p>	<p>25 -3</p> <p>\$49.3 bn -1%</p>

The World's 25 Strongest Brands 2024



<p>1 +3</p> <p>94.3 +2.7</p>	<p>2 0</p> <p>92.7 +0.0</p>	<p>3 -2</p> <p>92.5 -0.8</p>	<p>4 New</p> <p>91.8 +5.0</p>	<p>5 +6</p> <p>90.7 +0.9</p>
<p>6 -1</p> <p>90.6 -0.7</p>	<p>7 +5</p> <p>90.4 +0.8</p>	<p>8 +40</p> <p>90.2 +4.3</p>	<p>9 +10</p> <p>90.2 +2.3</p>	<p>10 -2</p> <p>90.0 -0.7</p>
<p>11 -5</p> <p>89.9 -0.9</p>	<p>12 +23</p> <p>89.8 +3.4</p>	<p>13 +1</p> <p>89.4 +0.3</p>	<p>14 +45</p> <p>89.4 +4.2</p>	<p>15 -12</p> <p>89.3 -2.4</p>
<p>16 +25</p> <p>89.0 +2.9</p>	<p>17 -8</p> <p>88.9 -1.3</p>	<p>18 +15</p> <p>88.9 +2.1</p>	<p>19 +72</p> <p>88.9 +5.5</p>	<p>20 +11</p> <p>88.6 +1.6</p>
<p>21 -11</p> <p>88.4 -1.6</p>	<p>22 +16</p> <p>88.3 +2.1</p>	<p>23 +33</p> <p>88.3 +2.9</p>	<p>24 +22</p> <p>88.3 +2.3</p>	<p>25 -18</p> <p>88.2 -2.5</p>

Labelling

■ 1. Identification

- Labels help identify the product and brand.
- **Includes product name, brand logo, and category.**

■ 2. Information

- Provides essential details such as ingredients, usage instructions, weight, and expiry date.
- Helps consumers make informed decisions.
- **Who made it, where it was made it, when it was made it, what it contains, how it is to be used.**

■ 3. Legal Compliance

- Includes mandatory information like **nutritional facts, safety warnings, and regulatory marks.**
- Ensures adherence to government standards.

Labelling

■ 4. Promotion

- Labels can carry **promotional messages, QR codes, or offers**.
- Acts as a marketing tool to **attract customers**.

■ 5. Grading

- Indicates product quality or grade (e.g., premium, organic).
- Builds **trust and transparency**.

■ 6. Communication

- Conveys brand values and product benefits through design and language.
- Enhances **customer engagement**.

Labelling



Labelling: example in Cambodia



Labelling



Restrictions in EU

- **1. Food Contact Materials (FCM) Regulations**
- **Framework Regulation (EC) 1935/2004**
 - Materials must **not release harmful substances** into food or alter its taste, odor, or composition.
 - Requires **traceability** throughout the supply chain and a **Declaration of Compliance (DoC)** for certain materials. **Label „For food contact“, glass/fork symbol for contact with food**
 - Applies to plastics, paper, coatings, adhesives, and more (implement national provisions for materials)
- **Plastic FCM Regulation (EU) 10/2011 (Food Contact Materials)**
 - Sets **specific substance restrictions** for plastics and multilayer materials.
- **Recycled Plastic FCM Regulation (EU) 2022/1616**
 - Governs the use of recycled plastics in food packaging, including **collection, recycling process approval, and documentation.**
- **Active and Intelligent Materials (EC) 450/2009**
 - Covers packaging that interacts with food (e.g., freshness indicators).

Restrictions in EU

- **2. Packaging and Packaging Waste Regulation (PPWR)**
- **Effective from August 2026**, replacing Directive 94/62/EC.
- **Good manufacturing practice guidelines (GMP)** are a quality assurance tool that assures retailers and consumers that their food's packaging is safe.
- **Key restrictions:**
 - **All packaging must be recyclable by 2030.**
 - **Mandatory recycled content targets** (e.g., plastic beverage bottles: 65% by 2040).
 - **Ban on certain single-use plastic packaging**, including:
 - Pre-packed fruits/vegetables under 1.5 kg
 - Individual condiment portions in HoReCa (hotels, restaurants, catering)
 - Lightweight plastic bags (no plastic bags in the shops!)
 - **PFAS limits** in packaging materials (polyfluoroalkyl substances)
 - **Reuse and refill obligations** (e.g., 10% reusable beverage containers by 2030).

Restrictions in EU

- **3. Environmental & Design Restrictions**
- **Reduction targets:**
 - Packaging waste must decrease by **5% by 2030, 10% by 2035, 15% by 2040.**
- **Empty space limitation:**
 - Outer and transport packaging cannot exceed **50% empty space.**
- **Extended Producer Responsibility (EPR):**
 - Producers must finance collection and recycling systems.
- **4. Substance Restrictions**
 - Certain chemicals (e.g., epoxy derivatives, heavy metals, PFAS) are **banned or limited** in food packaging.
- [European Council adopts final provisions of PPWR | Food Packaging Forum](#)

Restrictions in EU

- Single-use plastic products are prohibited. This includes:
 - Food containers made of expanded polystyrene (e.g. boxes used to consume food)
 - Beverage containers made of expanded polystyrene
 - Cups for beverages made of expanded polystyrene
 - Cutlery
 - Plates
 - Straws and stirrers
 - Beverage containers listed in this part can be sold only if their cap or lid remains attached to the container.

Restrictions in EU

- Individual portions of condiments, sauces, milk creamers, and sugar provided in such establishments will no longer be allowed.
- Lightweight plastic bags commonly offered in grocery stores are also included in the ban.
- “HoReCa” sector (hotel/restaurant/catering) from January 1, 2030, for example, certain single-use plastic packaging will be banned:
 - packaging for unprocessed fresh fruit and vegetables
 - packaging for food and drinks that are offered for consumption or served in cafés and restaurants
 - single portions for spices and sauces
 - small single-use plastic packaging for toiletries in hotels
 - very lightweight plastic carrier bags.

Thank you for your attention

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