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## FACULTY OF BUSINESS AND MANAGEMENT

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# PACKAGING DESIGN AS A MARKETING TOOL AND DESIRE TO PURCHASE

DESIGN OBALU JAKO MARKETINGOVÝ NÁSTROJ PODPORY PRODEJE

## BACHELOR'S THESIS

BAKALÁŘSKÁ PRÁCE

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# Assignment Bachelor's Thesis

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## **Packaging Design as a Marketing Tool and Desire to Purchase**

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Goals of the Theses  
Theoretical Foundations  
Current Situation Analysis  
Proposals and Contribution  
Conclusion  
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List of Appendices

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## **Abstract**

The bachelor's thesis is focused on the packaging design of the selected company. Packaging is a powerful marketing tool since the majority of today's consumers are subject to impulse buying. The theoretical part of the bachelor's thesis begins with an explanation of marketing and branding concepts, along with customer behaviour with a link to packaging in all the mentioned areas. In the analytical part of this work, qualitative and competition research will be carried out in order to understand purchasing behaviour and create innovative proposals for packaging design in the contributions part of the thesis.

## **Keywords**

packaging design, competition research, marketing, brand identity, consumer behaviour

## **Abstrakt**

Bakalárska práca je zameraná na obalový dizajn vybranej spoločnosti. Obaly sú silným marketingovým nástrojom, keďže väčšina dnešných spotrebiteľov podlieha impulzívnemu nákupu. Teoretická časť bakalárskej práce začína vysvetlením pojmov z marketingu a značky spolu so správaním zákazníkov s prepojením do obalového dizajnu vo všetkých spomínaných oblastiach. V analytickej časti práce bude vykonaný kvalitatívny a konkurenčný výskum s cieľom pochopiť nákupné správanie a vytvoriť inovatívne návrhy obalového dizajnu v návrhovej časti práce.

## **Kľúčové slová**

Obalový dizajn, analýza konkurencie, marketing, identita značky, správanie zákazníka

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**Affidavit**

I declare that the present bachelor project is an original work that I have written myself. I declare that the citations of the sources used are complete, that I have not infringed upon any copyright (pursuant to Act. no 121/2000 Coll.).

Brno dated 12th May 2023

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Ema Svetlíková

author's signature

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## **Introduction**

One of the most common problems faced by manufacturers is when the size and shape of a product does not match its packaging design. This discrepancy can lead to disappointment among customers, as they may expect a certain size or shape based on the packaging, only to find something different when they open the package. This can result in negative reviews, decreased customer satisfaction, and potentially, reduced sales. Packaging design plays a crucial role in the marketing of a product, but it is equally important that the packaging accurately represents the product inside and brand's messaging. When there is a disconnect between the packaging and the product, it can lead to frustration and disappointment for the consumer. In this context, it is important for brands to carefully consider the size, shape, and informational content of their products and ensure that it is accurately represented on the packaging.

### **Problem definition:**

The main issue with Cyprianus cocoa lotion bars is their appearance and the shape of the packaging, which does not correspond to the shape and size of the product. The butters are available in solid form in the size of 50 grams and are packed in 200 ml cream containers. Customers shopping online are often negatively surprised by the shape and size of the product that this packaging covers. The reason why Cyprianus offered products in these packages is mainly to save on costs. In this case, the wrongly chosen packaging leads to the disappointment of the customers. Even if the customer is satisfied with the product at the end, he will not decide to buy again because of the initial disappointment. As a result, the brand does not acquire loyal customers and further sales. Another downside of cocoa butter is that the packaging looks very similar to shea butter also from Cyprianus collection. In this case, when shopping in physical store, the customer cannot decide which butter suits him better, because the packages do not contain any information about what the given product is intended for. The final decision is made based on the contents of the cup, whereby the shea butter fills the cup with its entire volume, and that is why the customer often chooses this

option. The design of the cocoa butter packaging has not been updated since its first launch, so it may appear outdated. Due to the fact that no one in this company has been involved in the design of packaging for more than 10 years, it can be assumed that today there is a more suitable design from a visual but also a sustainable point of view.

## **Goals of the theses**

The main goal of the work is the processing of proposals for a suitable product packaging design in the chosen company. Proposals will respect the need to use packaging as a marketing tool to support sales. Proposals will be based on processed research and analysis.

### Partial goals:

- Analyse the brand's identity
- Identify gaps or shortcomings in current packaging design and propose innovative solutions to address these issues
- Conduct qualitative research to understand how packaging design affects consumer perceptions and behaviour
- Test and refine digitally proposed packaging concepts through consumer feedback

### **Methodology:**

Since packaging design needs to be understood from a marketing and branding point of view, the theoretical part defines terms from both areas. The primary focus is on the marketing mix and packaging as a communication tool, which are an integral part of the packaging strategy. In the next chapter, concepts from the branding strategy that affect packaging design will be covered. Customer behaviour and colour perception are important aspects that influence the design of the visual side of the product, which are explained in the last theoretical chapter. In the analytical part, the Cyprianus company and its collection will be presented, for which an analysis of the product package design will be created. With the help of the 4P and Brand Identity Prism models, the detailed analysis needed to create the right packaging will be determined. The research will be conducted in a qualitative form using focus group method. In the proposal part, product packaging for Cyprianus lotion bars will be created through a packaging design process based on theoretical knowledge, customer persona and results from qualitative research. Proposals also consider the cost of production and environmental restrictions.

# 1 Theoretical Foundations

The theoretical part of the work will primarily focus on clarifying marketing, its strategy and communication. Furthermore, concepts from branding, which are essential for understanding and further creation of new packaging designs, will be clarified. Subsequently, the packaging design and commonly used materials will also be defined in this section.

The packaging design elements are very similar, or in some cases even identical to the branding elements, and therefore the packaging elements will be explained in detail only in the current state analysis. The theoretical part will be concluded with consumer behaviour, consumer emotions and market research.

## 1.1 Marketing

According to Kotler and Keller (2012), marketing is a tool to fulfil customer's needs to the most potential. It is a process, where a person has a specific need or desire to buy, offer or exchange a product or service, which brings value to his life. Nowadays, various entities can enter the market. From products and services, through experiences to people.

*“Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures, and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services”* (Kotler, 2012).

Kapferer (2012), emphasizes the importance of understanding and satisfying customer needs and expectations in the marketing process, and sees marketing as a means of creating value for both customers and the organization. He also stresses the need for clear and consistent communication with customers, and for delivering products and services that meet or exceed their expectations.

When choosing a product, the audience decides based on a perceived customer value. Customer value is described as how important is the product to a customer in comparison to

other alternatives. The main idea of marketing is to create activities, which promote and sell the final product or service to their target audience (Kotler and Keller, 2006).

## **1.2 Marketing communication**

Marketing communication is a tool by which companies inform their audience. The tasks that communication should fulfil are persuasion, reminder and informing about news. Marketing communication can also be perceived as the voice of the company. It is the means by which the brand builds, strengthens and maintains relationships with customers. Another task of this communication is to show the customer how to use the product or service. Marketing communication contributes to building brand equity by creating a certain brand image in the minds of customers (Kotler and Keller, 2015).

### **1.2.1 Packaging as a communication tool**

The packaging, first of all, guarantees its message, namely that the product reaches the consumer safe and undamaged. In this sense, the packaging acts as a final product providing a protective service. But in today's packaging, it also acts as a communication tool between producers and consumers. The rule is that the more common the product, the more interesting the design must be in order for the customer to notice it. The packaging has the task of informing the customer about what is in the packaging, communicating the benefits and ingredients of the product (Nilsson and Öström, 2005).

## **1.3 Marketing strategy**

Each product needs its own marketing strategy. Kotler and Keller (2015) divided it into three steps. As a first step, it is necessary to define the target group, market size and expected profit and sales. This phase also includes customer behaviour and designed brand positioning. In the second part of the marketing strategy, marketers focus on product pricing, its distribution, expected budget and planned costs. The ideal tool for effective preparation of this phase is

the marketing mix. The last step of the marketing strategy estimates the sales in the next five to ten years and also the expected profit from the sales. This phase also prepares the improvement of the marketing mix in the next few years.

### **1.3.1 Packaging as a marketing strategy**

According to Batat (2019), packaging design uses two types of marketing strategies. The first type is sensory marketing. It has been proven that the customer will develop a relationship with the brand sooner if the brand focuses on translating senses into products and services. This type of marketing considers perceptions such as sight, sound, touch, smell and taste. Brands use these senses to reach customers through stimulating experiences. The goal of this marketing strategy for companies is to remember the brand based on human senses, and thus create an emotional connection to the brand. A customer who feels good in a purchase setting environment usually spends more time there, which leads to a greater probability of buying the product. On the other hand, visual marketing uses only visual stimuli. This type of marketing allows customers to recognize the brand and learn more about their identity. Customers are most influenced by colours, shapes, and the environment where the product is placed. Companies should focus on connecting colours with their identity and product appearance, including packaging design, so that the brand is subconsciously memorable for customers. For consumers in the cosmetics industry, the packaging should contain a functional, protective, convenient, and visually attractive function.

### **1.3.2 Packaging role in marketing mix**

As soon as the company decides which marketing strategy to choose, it is time to combine the categories into the marketing mix. The 4Ps or marketing mix is characterized as a set of measurable marketing tools that are tactically arranged with the aim of eliciting the desired action from customers (Kotler and Keller, 2012).



**Product and packaging:**

The product itself is the good or service, which is offered to customers. Bloch describes packaging as one of the most important characteristics of a product. The packaging design, not the product itself, makes the first impression on the customer. Product features and benefits are often perceived as only secondary (Bloch, 1995).

**Price and packaging:**

The packaging design serves as a communicator and the first indicator of the price category and can directly influence the consumer and his predictions regarding the price of the product. Price of the packaging, when talking about packaging as a marketing tool, should be set on around 10% to 30% of the whole price of the product. The cost may differ according to the type of a product and packaging feature (Badcock, 2022).

The price of the packaging unit is calculated as:

The cost of the packaging material per unit + The cost of any customizations or branding +  
The cost of labour needed to assemble the packaging + Shipping and handling fees

**Promotion and packaging:**

Kotler (2015) in his publication characterizes packaging as a “5-second commercial” for its product. Some boxes and packages, especially from luxury brands, people like to display at home and promote it on social media as a symbol of status, which means for the brand cost-efficient promotion. Social media plays a significant role in showing packaging design to a wider audience through unboxing experience recordings.

**Place and packaging:**

The right place to sell your product is where the target audience looks for, whether it is online or offline. A product placed in the stores, means consumers are exposed to a wide range of visual elements for packaging design. These stimuli often lead to an influencing shopping experience or even to impulsive buying of customers. Thus, it is important to find the right place for the product by analysing the conditions and surroundings in retail stores (Clement, 2007).

## **1.4 Competition**

Competition can be defined as a contest between business providing the same or similar services and products, in the same target audience is interested in. A higher number of competition may indicate healthy and profitable market. This leads to constantly enhancing the overall quality by encouraging businesses to make their operations more efficient. Improved operations better fulfil the needs and demands of their consumers that strengthen relationships and loyalty towards the brand. There are several benefits of competition in the market. Some of them are addressing the needs of customers, increasing demand, and most importantly, sustaining innovation (Kotler and Keller, 2015).

As Michael Porter (2008) said: *“If all you’re trying to do is essentially the same thing as your rivals, then it’s unlikely that you’ll be very successful.”* The quote suggests that there is always a space for improvements and innovation of business is crucial for surviving. Innovation in business competition is crucial for staying ahead of the competition, meeting customer needs, increasing efficiency and reducing costs, fostering growth and expansion, and attracting top talent.

### **1.4.1 Competition in packaging design**

Packaging design has become an essential aspect of a brand's identity and marketing strategy. As a result, competition in packaging design has become increasingly fierce. There are numerous reasons why this might be happening. In general, the increasing number of products available on the market has increased exponentially. As a result, it means that brands must work harder to differentiate themselves from competitors. Consumers have also a short attention span, and packaging needs to grab their attention quickly to stand out. Packaging needs to be more visually appealing than competitors', because with the rise of e-commerce, consumers are no longer able to physically interact with products before they purchase them. Innovation of design and materials is connected to consumers and their awareness of the impact of packaging on the environment. Brands need to create sustainable packaging designs that are environmentally friendly to stay competitive (Rundh, 2016).

## **1.5 SWOT analysis**

SWOT analysis is a valuable tool that helps organizations identify both internal factors and external factors. This strategic planning technique allows companies to understand their current position in the market and plan for future success. SWOT analysis stands for strengths, weaknesses, opportunities, and threats. Usually, marketing experts as a first step identify the strengths of the brand. By understanding the strengths, business can leverage them to build a competitive advantage and differentiate itself from competitors. As a second step, it is essential to evaluate business's weaknesses. Acknowledging and addressing the weaknesses may result in improved overall performance and create a stronger foundation for future success. Opportunities are known as external factors that help business grow. These usually include expanding to new markets or introducing new products. Correctly identified opportunities not only help businesses to grow by creating new strategies, but also help to adapt to changing market conditions. Finally, threats are also external factors which could negatively impact the business if companies don't react in time. Competition, regulations, economic downturns are considered as threats for the business. By identifying threats, organizations can prepare contingency plans and take proactive measures to minimize their impact. By understanding the strengths, weaknesses, opportunities, and threats, brands can make informed decisions, capitalize on new opportunities, and address potential challenges before they become major obstacles (Kotler, 2003).

## **1.6 Brand**

According to Olins (2008), a brand is an intangible asset to the company, which helps customers with identifying product or service. Oftentimes, this intangible item appearing on the balance sheet is more valuable than any tangible asset. Although a brand is an intangible asset, it also includes tangible elements such as packaging as a part of brand identity.

Wheeler (2017) describes a brand as a promise to a given institution and aspects of it that it offers within its services or products. Every time a customer comes into contact with a brand, they should feel their message and what the company is trying to sell to the customer.

In other words, a brand is an idea that is desired by customers anytime, anywhere. The power of a brand will be directly proportional to the number of people who share the same idea (Kapferer, 2012).

## **1.7 Branding**

Almost everything in the world, from products, services and people is branded. The primary role of the brand is to build a relationship with consumers. Relationships are created by emotional connection. According to Kapferer (2012), if a customer believes in the brand, he is willing to pay more even if a similar product from a different company is less expensive.

“The power of the brand lies in the minds and the hearts of consumers” (Keller 2003). This sentence perfectly describes how important it is to use branding as a part of marketing strategy. Branding is not only a logo and graphics, but also the whole process of getting into the customer's memory. Plethora of times, a customer needs to be emotionally attached to the brand to make a purchase.

Healey (2008) presents that branding can have a positive effect on the following company criteria: improving and increasing reputation, increasing customer loyalty, ensuring brand quality, the possibility of higher prices and also the customer's assurance that he will receive the quality he requires. Wheeler (2018) agrees with Healey and describes branding as a strategy used to increase brand awareness, gain new customers and greater attachment to the brand.

### **Vision**

Kapferer (2012) defined vision as “the expression of the ultimate strategic goal of the brand”. A brand vision should be practical and inspirational. The statement should outline what the brand strives for in the long-term. It also provides direction for marketing and brand-building activities.

## **Mission**

Wheeler (2018) in her book defined mission as a “raison d'être”, which in translation means reason for being. This statement should outline that brands must have a purpose for what they are doing. A brand mission should be focused, realistic, and achievable. It should identify the specific market or audience the brand is targeting, as well as the unique value proposition or benefit that the brand offers.

## **Values**

Brand values can be defined as the main aspects that the brand believes in and stands for. A company uses brand values to describe what is really important to them. The brand should be honest with its values and use them to build a strong relationship with customers. All values should be reflected in every communication with customers. Another advantage of clearly defined values is customer loyalty. If the consumer identifies with them, it is easier for him to create an emotional connection to your brand (Healey, 2010).

## **USP**

A Unique Selling Proposition (USP) is a marketing concept that describes the unique benefit or advantage that a product or service offers to its customers, setting it apart from its competitors. It is the reason why customers should choose a particular product or service over others in the market.

In branding, a USP can be used to differentiate a brand from its competitors, and to communicate the value that the brand provides to its customers. The USP should be communicated clearly and effectively in all brand communications, from advertising to packaging to social media (Maklan and Knox, 1997).

### **1.7.1 Target Audience**

The target group is an important factor in deciding how the brand wants to communicate the idea to the audience. (Kotler and Keller, 2015) It goes without saying that companies want to sell their products to as many consumers as possible, but it is important for them to clearly define their audience. A clearly defined audience contributes to a more effective marketing

strategy and packaging design. Audiences are defined based on demographic territory, age, lifestyle, and interests (Kimchuk and Krasovec, 2013).

## **Persona**

Customer persona is an important tool for connecting the brand with the customer. It allows the brand to imagine its ideal customer better, and thus offer him the best possible communication and tone of voice. It also helps brands to create a suitable strategy that will work the most effectively. A persona is created only when the brand is familiar with its target group. It is necessary to understand your target, demands and needs of customers. A representative sample is then created after knowing all attributes such as age, location, occupation, hobbies, and lifestyle (Goodwin, 2009).

### **1.7.2 Brand Identity**

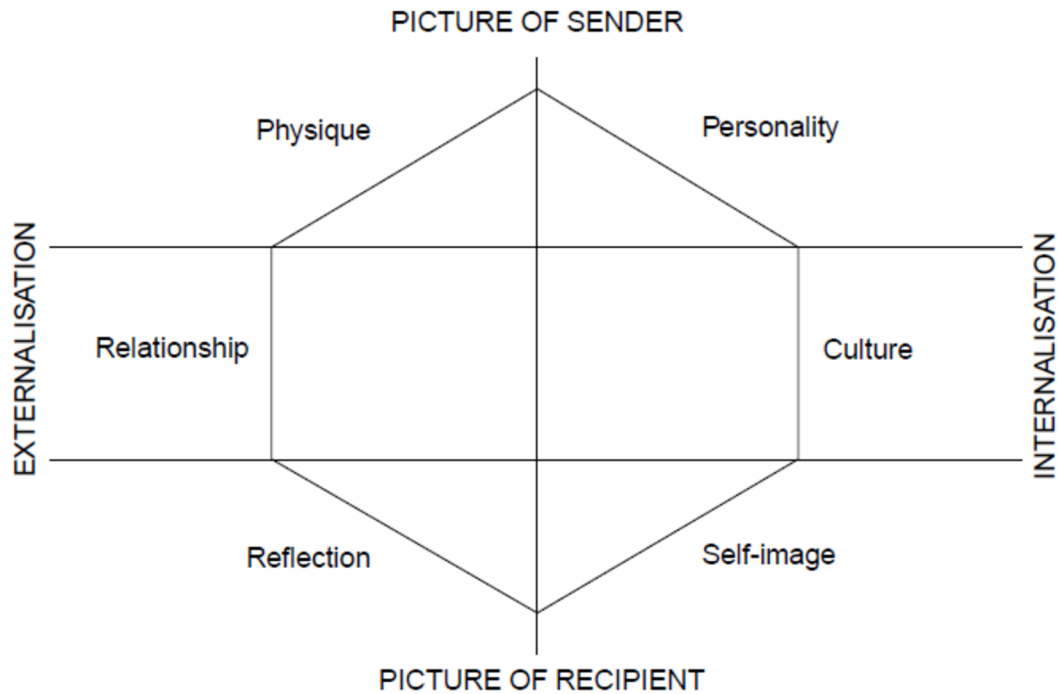
Brand identity includes all visible elements and brand values. Process of creating identity consists of two parts. The first part is connected to the brand's values. Based on these values, the second part of the identity is developed. The logo, brand colours and brand name are already created. Brand identity is something that other brands can take away from you. Companies can copy your product, however they cannot copy every element of what you are and what you stand for (Kapferer, 2012).

*“Brand identity is tangible and appeals to the senses. You can see it, touch it, hold it, hear it, watch it move. Brand identity fuels recognition, amplifies differentiation, and makes big ideas and meaning accessible. Brand identity takes disparate elements and unifies them into whole systems”* (Wheeler, 2018).

#### **Identity Prism model**

The Brand Identity Prism model is a framework used for analysing and defining a brand's identity. Kapferer developed six categories according to which defining a brand's identity should be easy and effective. Together, these facets create a prism-like structure that defines a brand's identity. By analysing each category, marketers can create a cohesive brand identity that resonates with their target audience and sets them apart from competitors. The Brand

Identity Prism model is a useful tool for developing brand strategies, messaging, and visual identity (Kapferer, 2012).



**Figure 1: Kapferer Brand Identity Prism**

(Source: Sristava, 2022)

1. **Physique:** The physical characteristics of the brand, including its design, packaging, and visual identity. This facet represents the brand's sensory appeal.
2. **Personality:** The brand's character, values, and personality traits, which can be human-like or abstract. This facet helps to create an emotional connection with the target audience.
3. **Culture:** The cultural context and symbolism of the brand, including its history, heritage, and origin. This facet helps to establish the brand's authenticity and credibility.

4. **Relationship:** The relationship between the brand and its customers, including the level of involvement, interaction, and loyalty. This facet represents the brand's social appeal.
5. **Reflection:** The self-image and personality of the consumer that is reflected through the use of the brand. This facet helps to establish the brand's relevance to the target audience.
6. **Self-image:** The ideal self-image that the brand inspires in the customer. This facet represents the brand's psychological appeal.

### **1.7.3 Brand Identity Elements**

Brand elements are defined as features or characteristics which should differentiate a brand from its competition. The main idea of these elements is to develop a unique brand in the market (Wheeler, 2018).

#### **Logo**

According to Olins (2008), logo of the brand is considered as a tool which companies use to communicate with consumers without the need to use verbal communication. Logo is described with or without a brand name as a symbol or a visual sign to distinguish the brand from its rivals. It is considered as the most visible aspect of the brand. Design of the logo is divided into two stages. The first stage, research, is conducted to set the theme, analyse competition and identify existing logos. The second stage consists of drafting the first proposals, brainstorming sessions, and developing solutions. For this process, branding experts like to use the design thinking framework, since it is important to test the logo to get the best interactions possible with your customers.

#### **Colour Scheme**

Marketeers choose the right colours to evoke emotions in the customers. Colours are a part of brand personality. People can associate colours to strong brands without the need to read the logo, like Coca-Cola, or Tiffany. Our brain recognizes colours as visual stimuli first, then typography and other aspects of the brand. Understanding of a colour theory is vital when



creating a new identity. Therefore, it is not just about the colour itself, but also its hue, tint, chroma and how well it corresponds with other already chosen colours. Brand strategists need to consider positioning, differentiation and personality of a brand before creating a new colour palette. Primary colour is established to the symbol and the secondary colour is common to use with tagline or logotype of the brand (Wheeler, 2018).

Colour is a crucial element in packaging design as it can affect consumer perception, mood, and purchasing decisions. Choosing the right colour scheme can help to create a strong brand identity, convey product attributes, and stand out on shelves. The colour scheme should reflect the product's attributes, such as its flavour, scent, or texture. For example, bright and bold colours may be used for a fruity or sweet product, while muted or pastel colours may be used for a product with a subtle or delicate flavour (Batat, 2019).

### **Tone of voice**

Tone of voice is an important aspect of branding that refers to the way a brand communicates with its audience. It encompasses the words, language, and style used in a brand's messaging and is a key component of creating a unique brand identity. (Wheeler, 2018)

### **Imagery**

The imagery should create an emotional connection with the customer, such as through the use of relatable characters, inspiring landscapes, or nostalgic imagery. This can help to establish a positive brand association and encourage repeat purchases. Images are used based on the desired final result and the expected emotion from customers. Simple and bland images have the task of completing the design and creating a whole out of it together with other elements such as font and colours. Distinctive images have the task of drawing attention to themselves and communicating directly with the customer. The images must also match the brand's personality so that the customer recognizes the brand in the first seconds. (Branthwaite, 2002).

### **Typography**

Commonly, typography is “*the art or skill of designing communication by means of the printed word*” (Childers and Jass, 2002). In the marketing industry, it is already known that

different styles of fonts have different meanings and more importantly, different feel to them. Old style fonts may have a more traditional, welcoming and comforting feel, while latest and modern styles may appear as professional, business-oriented and creative.

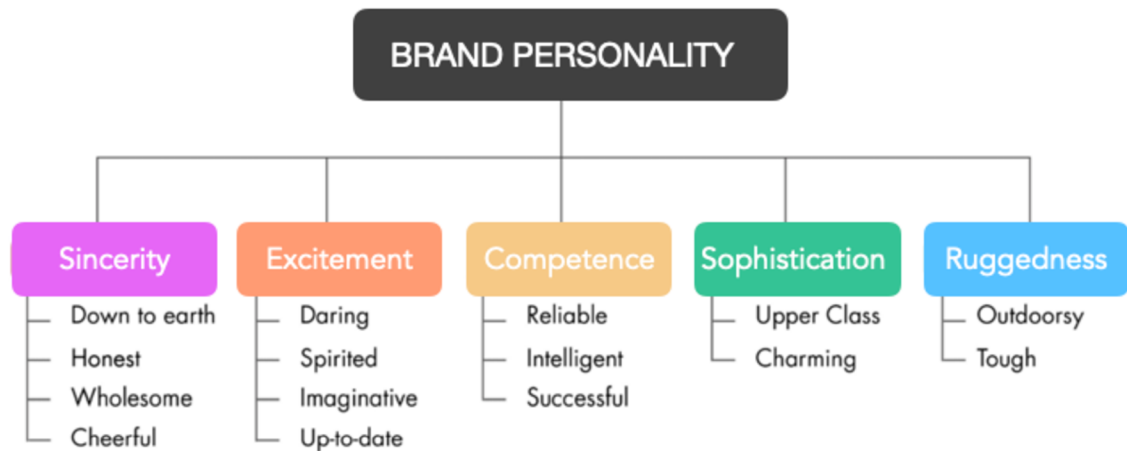
The typography should be consistent across all packaging designs to create a cohesive brand identity. This includes font type, size, colour, and placement. The typography should be easily legible and readable, with good contrast between the background and text. It's important to consider the size, spacing, and colour of the text to ensure it can be read from a distance. A clearly established hierarchy of information is essential. The most important information, such as the product name and key features need to be the most prominent. This helps to guide the consumer's attention and communicate the most relevant information. When choosing typography for packaging design, it's important to consider the brand identity, legibility, hierarchy, consistency, and originality. Typography can help to create a memorable visual impact, communicate important information, and differentiate the brand from competitors (Thangaraj, 2004).

#### **1.7.4 Brand Personality**

Kapferer (2012), identifies brand personality as a set of human characteristics associated with a given brand. Brand personality belongs to brand identity. Customers can feel it in communication with the brand, its tone of voice or behaviour. Brand personality helps the brand to create a relationship with the customer on a more personal level. It has been proven that consumers are more likely to create a connection with brands that present their identity through emotional messages, stories and symbols. Most marketers use personality branding as a tool to acquire more consumers who will remain loyal for years to come.

The most used model for creating a strong personality was developed by Jennifer Aaker. Aaker (1997) created a model where she divided 5 basic personalities and their characteristics.

## Aaker's 5 dimensions model



**Figure 2: 5 Dimensions of Brand Personality**

(Source: Aaker, 1997)

### **Sincerity:**

This personality trait includes characteristics such as down-to-earth, honest, wholesome and cheerful. These brands are perceived in this way because of their communication and ethical practices. They are also characterized by a shared commitment to their community and its problems.

### **Excitement:**

Brands that are imaginative, inspiring, up-to-date, and spirited are characterized by Excitement. Sports brands are often associated with this quality. Their main goal is to inspire people to believe that they can achieve everything they dream of.

**Competence:**

Attribute competence is shared by brands that are perceived as reliable, intelligent, and efficient. Consumers can perceive the brand in this direction only if the product or service works according to their expectations and they can fully trust it.

**Ruggedness:**

Brands that are mostly for a male audience belong to this dimension. Their characteristic features are outdoorsy and tough.

**Sophistication:**

Sophisticated brands are those that have features such as upper-class, charming, or glamorous. Customers mostly encounter this attribute in the luxury sector.

**1.7.5 Brand Image**

The power of a brand depends on the customer and his perception of the quality of the given brand. The main factor is the relationship and associations that the customer creates about the brand. These associations are formed by positioning, quality, brand unique selling proposition and personality. The fundamental difference between brand image and brand identity is that the brand image is created by the customer based on all the mentioned attributes, and the brand identity is created by the brand itself. The best way to achieve success is if these two elements intermingle with each other. If the customer sees the brand in different eyes than the brand sees itself, there has been a mistake and it is necessary to carry out a process, where this mistake is located and how to improve it (Kapferer, 2012).

**1.7.6 Brand Positioning**

In marketing theory, brand positioning is always the creation of an ideal position of a product, company or brand in the mind of the consumer. The goal is to find an ideal position and differentiate from the competitors. For brands, it is important to distinguish from the competition and establish such characteristics, which will be the most meaningful and memorable for your target (Jáderná and Volfová, 2021).

Nowadays, customers are overwhelmed with all the options that companies offer. It's hard to choose one product and stay loyal to it. The customer is offered products and sufficient alternatives, which he can easily succumb to if he does not have an established relationship with the brand and does not know its value. Effective positioning depends on how well you understand the customer, his needs and the competition. Self-reflection, and therefore knowledge of the strengths and weaknesses of your brand, also helps with the correct positioning (Wheeler, 2018).

## **1.8 Packaging Design**

In the past, packaging design had only a protective function. People needed to transport goods. Already in those days, they used pictographs that indicated what was in the container. Later they invented the alphabet, which found use mainly in the western part of the world. Sumerian pictographs developed into syllabic symbols. The symbols indicated what was in the container, who it was for and where it came from. As traders began to travel more, products were packaged in glass bottles, animal skins or ceramic vessels. Robert Gair came up with an innovation in the form of paperboard in the 19th century. In the early of 1900 wooden boxes and handcrafted containers were replaced with paperboard cartons. In the 1930s, marketing agencies began offering product packaging services. Avon, a large cosmetic company, used these services so enormously that the agency representing Avon created its own design department. Soon, marketers realized that the packaging design had to flatter their target audience, as not everyone could appreciate the new designs. Customer needs have forced companies to innovate materials and visual elements (Kimchuk and Krasovec, 2013).

### **1.8.1 Packaging design today**

Today, marketers must look for packaging design, not only from the functional and visually appealing side, but they also have to be aware of legal restrictions. With the increase in understanding of the environment and sustainability, it is necessary to acknowledge the most

gentle ways to not harm the planet. Packaging design is tied by its form, material, colours, imagery, and structure. Today's packaging should fulfil these functions (Srivastava, et al., 2022):

- protective function
- storing function
- identity function
- differentiating function

The aim of design is to match to marketing objectives by communicating brand's message and personality. In order to succeed in packaging design, it is required to create a complex marketing strategy and positioning. The packaging should provide customers clear information and a unique selling proposition. In many cases, packaging design serves as a window through which a customer sees his needs and desires. The most effective design strategy is established through extensive research. Marketeers firstly learn about their target market and create a few personas. Especially in packaging it is important to acquire a knowledge of audience's lifestyle, hobbies and behaviour. It is important to understand how they interact physically in shop, how much time they spend there and which product packaging attracts them. Social media play also a big role in the process of design. Visually appealing packaging must be attractive to the eye, because it is common to release unboxing posts and recordings, which often lead to a larger reach and brand awareness (Kimchuk and Krasovec, 2013).

### **1.8.2 Packaging redesign process**

According to Kimchuk and Krasovec (2013), the design strategy is a plan to meet the brand's packaging goals. Specifically defined goals help to simplify the design process. Packaging design strategy consists of 5 stages. The term shopability is directly connected to retail stores. The key aspect of this expression is attractiveness. To build a strong packaging display on the shelf requires thorough psychological and environmental analyses. From a marketing point of view, the process of creating a packaging design involves several steps that focus on

understanding and communicating the brand and product message effectively to the target audience. The start of the redesign process begins with identifying the issue.

The first phase consists of clearly defining the goal and what the brand and product message should contain. This includes identifying the brand's unique attributes, values, and personality, as well as the product's features, benefits, and target audience. This message should be communicated through the packaging design (Rundh, 2009).

The second phase consists of research, which is divided into market, demographic, trends, and competition research. In this step, the complex analysis of current packaging is carried out, for better understanding of what works and what needs to be changed for the future packaging. Especially with cosmetic products, it is important to follow developing trends (Svanes, et al., 2010).

In the third phase Rundh (2009) and Kimchuk (2013) agree that the emphasis is based on the research and brand identity, and developing design concepts that are visually appealing, unique, and align with the brand's values and target audience.

Kimchuk (2013) defines the fourth phase as refinement of the initial concepts based on feedback from customers. This may involve making changes to the colour scheme, typography, imagery, and other design elements to better convey the brand and product message. The research is focused on the target audience to gather feedback and assess their impact. This may also include conducting focus groups, surveys, or other forms of market research.

The fifth and therefore the last phase is focused on preparing the design for production by creating final artwork files that can be used by the printer or manufacturer. Finally, the launch of the packaging design takes place and it is presented to the market. Success is monitored through sales, customer feedback, and brand recognition (Svanes, et al., 2010).

### **1.8.3 Packaging materials**

The choice and knowledge of basic materials is important for marketers from the point of view of packaging design, which also depends on the degree of sustainability and image the

brand wants to pursue. We know four basic categories of packaging materials (Kimchuk and Krasovec, 2013).

### **Paper board**

Piergiovanni (2016) argues that the advantage of cardboard is its price, functionality and recyclability. On this type of material, designers can produce various innovations and designs. The appearance and function of the card cover depends on the marketing goals. Sometimes the cardboard only protects the product and sometimes it also promotes it. Generally, the brand identity on the cardboard is effectively displayed on the sides of the packaging in various forms and structures. It is possible to determine such a thickness of the cardboard that it sufficiently protects the product and has a high-quality effect for the customer. Cardboard made from laminated layers of paper glued to each other and classified according to the number of layers into other categories.

### **Plastics**

Plastics are currently the most popular packaging material. They come in different qualities and features and can serve different customer and company requirements. The properties of plastics are hard, soft, flexible, opaque and transparent. They are also produced in different sizes and shapes, so they are often used by many brands. Each plastic packaging can be customized based on the requirement. It determines an innovative and easily identifiable way that customers can distinguish your brand from another just by touching it. The disadvantage of classic plastics is mainly poor longevity and environmental and health impact. These containers are mainly used in the food, cosmetic and household appliances industries (Srivastava, et al., 2022).

Since plastics themselves have many disadvantages, a radical change had to come, and bioplastics gradually began to be produced. Bioplastics are made from renewable raw materials and are much healthier for our planet because they are not made from petroleum. Their main raw materials include starch, cellulose and soy protein. Such packaging is usually used in the food sector. Their biggest disadvantage is that no system has yet been found to separate such plastics from other plastics (Cospers, 2016).



## **Metal**

Metal packaging design is often associated with food and beverages. The materials used in these packages are mainly aluminium, steel and tin plate. The advantages of metal lie mainly in its compactness, long shelf life and the possibility of thermal recycling, where there is no loss of original substances. A significant disadvantage of packaging is the possibility of a redox reaction with other metals, which often leads to more serious issues (Piergiovanni and Limbo, 2016).

## **Glass**

In the category of consumed products, glass and plastics have the largest representation. As with plastics, glass offers various possibilities in terms of shapes, structures and colors. According to Cospè (2016), the advantage of glass is that it does not react with the substances it contains, which is why it is an ideal alternative to plastic packaging. Glass is one of the more fragile materials and, together with its weight, can significantly increase shipping costs compared to other materials. Glass has the property of a more premium appearance, and therefore is often preferred especially in the pharmaceutical or cosmetic industry. Glass packaging often acts as a competitive advantage because it has been proven that products look, smell and taste better (Srivastava, et al., 2022).

## **Wrapping tissue paper**

Noissue (2022), described wrapping tissue paper as a common practice in the cosmetics industry to protect and enhance the presentation of the products. It can serve for several purposes, however the most essential are:

1. Protection purpose: Wrapping tissue packaging can protect delicate or fragile cosmetic products from damage during shipping, handling, or storage. It can also prevent scratches, dents, or other types of cosmetic blemishes that could affect the product's appearance and quality.
2. Hygiene purpose: Wrapping tissue packaging can help maintain the hygiene and cleanliness of the cosmetic product by creating a barrier between the product and the

outside environment. This can help prevent contamination from dust, dirt, or other impurities.

3. Branding purpose: Wrapping tissue packaging can also enhance the visual appeal of the product by showcasing the brand's logo or design. It can also create a sense of luxury or exclusivity, which can attract customers and increase sales.

#### **1.8.4 Sustainability in packaging design**

In recent years, sustainability is considered to be among the newest challenges for marketers and companies. Not only consumers, but also the government creates pressure on companies to change their procedures in production, logistics and product packaging. The goal of sustainable design is to comply with legal requirements and do as little damage to nature as possible. Sustainability is a very important aspect for positioning companies. While brands cannot be convinced that sustainable packaging will lead to bigger sales, it is definitely an aspect which can help to better brand awareness and reputation (Cosper, 2016).

Peattie (2013) explains the behaviour of customers and purchase decisions in connection with sustainability as influencing factors. The first factor, also called the degree of compromise, shows how much consumers are willing to pay more to buy a more sustainable product. The second factor, the degree of confidence, explains the conviction of customers and how much they believe in the brand and its offering in terms of sustainability. Therefore, it is always important for brands to clearly communicate their core message and values. Brands can offer sustainable options in three general ways. The first option is using 100% raw or recycled ingredients. The second way to reduce the environmental footprint is by minimizing production processes. And the last option is to use reusable materials to extend the life cycle of packaging.

### **1.9 Consumer behaviour**

Consumer behaviour in packaging relates to packaging design in 4 dimensions. The first dimension is considered to be perception and attention. Consumers form perceptions of

products and brands based on their packaging design. The colours, images, and typography used in packaging design can create a certain image in consumers' minds about the product and its quality. Packaging design can help a product stand out on a shelf among other competing products. Attention-grabbing packaging can increase the likelihood of a consumer noticing the product and considering purchasing it. Rundh (2009), classified second dimension as emotional response, where packaging design evokes emotions in consumers. For instance, a product packaged in environmentally friendly materials may evoke feelings of goodwill and sustainability, while a product packaged in premium materials may evoke feelings of luxury and exclusivity. Brand recognition is considered to be the third dimension. Packaging design can help create a strong brand identity, which can be easily recognized by consumers. For example, a company that consistently uses a certain colour scheme and logo on its packaging can increase brand recognition and loyalty. Finally, usability is the last dimension. Packaging design can impact how easy or difficult it is for consumers to use and store a product. Clear and simple packaging design can make it easier for consumers to understand how to use a product and can enhance their overall experience with the product (Mooij, 2019).

### **1.9.1 Colour associations**

Importance of communicating messages through colours is elementary for brands. Humans tend to associate colours with emotions and feelings. It is known that people who live in similar environments and are around the same age share similar colour associations. Impulses that may affect an individual come from his background and certain situations he has lived through. However, not only colours, but also their different types of shades, contrast and chroma influence customer's perception (Cerrato, 2012).

## **Meaning of colours in packaging design:**

### **Red**

This colour is described as attention-grabber. It can also be an indicator of heat, passion and love. Red colour speeds up heart rate and raises blood pressure. In business, it is used as a motivational element to achieve desired consumer action (Batat, 2019).

### **Orange**

According to Cerrato (2012), orange colour should be used only occasionally and on a small surface as it tends to be the least favourite colour among humans. Orange is characterized as a vibrant, adventurous, warm and optimistic colour. The disadvantage of orange colour is that it can appear cheap and superficial.

### **Yellow**

This colour is usually used in the food and children's toys industry. It expresses joy and happiness. Brands that are characterized by values such as stability and security should avoid yellow, as this colour is a sign of spontaneity. The yellow colour is effectively combined in point of sale purchases, because it can quickly attract attention, but it does not appear dramatic and distracting like the colour red (Batat, 2019).

### **Blue**

Blue is used as a sign of self-confidence, loyalty and peace. Blue is mostly used by IT companies, consulting one on one companies, medical industries and some airlines. They want to install reliability and trust in the customer. Companies in the food industry should definitely not use blue, as it looks unnatural and artificial (Cerrato, 2012).

### **Purple**

The purple colour is a mix of blue and red, and therefore represents spirituality and conservatism in one. It is used to awaken the senses and imagination. Purple colour is extravagant, luxurious and intuitive. It is often used in creative industries such as marketing, event and beauty companies. Choosing the right shade is also important for purple. Dark purple evokes sad feelings and even depression in people. Weaker shades of purple have a romantic and magical feeling. (Cerrato, 2012).

**Green**

Green colour is a sign of growth, reliability and generosity. In the business sphere, it is used mainly for medicinal and health-promoting products. It is important to choose the right shade of green, as the differences and customer perception can be striking. While olive colour is a sign of peace, green colour mixed with yellow can affect consumers as disgust or envy (Batat, 2019).

**Black**

Black colour is a sign of elegance and formality. To make the other colours stand out, black is used as a background. Black colour should be combined carefully. In combination with red, it can look provocative and even vulgar. This colour also evokes a feeling of authority and power and therefore in certain situations it appears hostile and unattainable. It is most commonly used in brands that promote luxury and premium products (Cerrato, 2012).

**White**

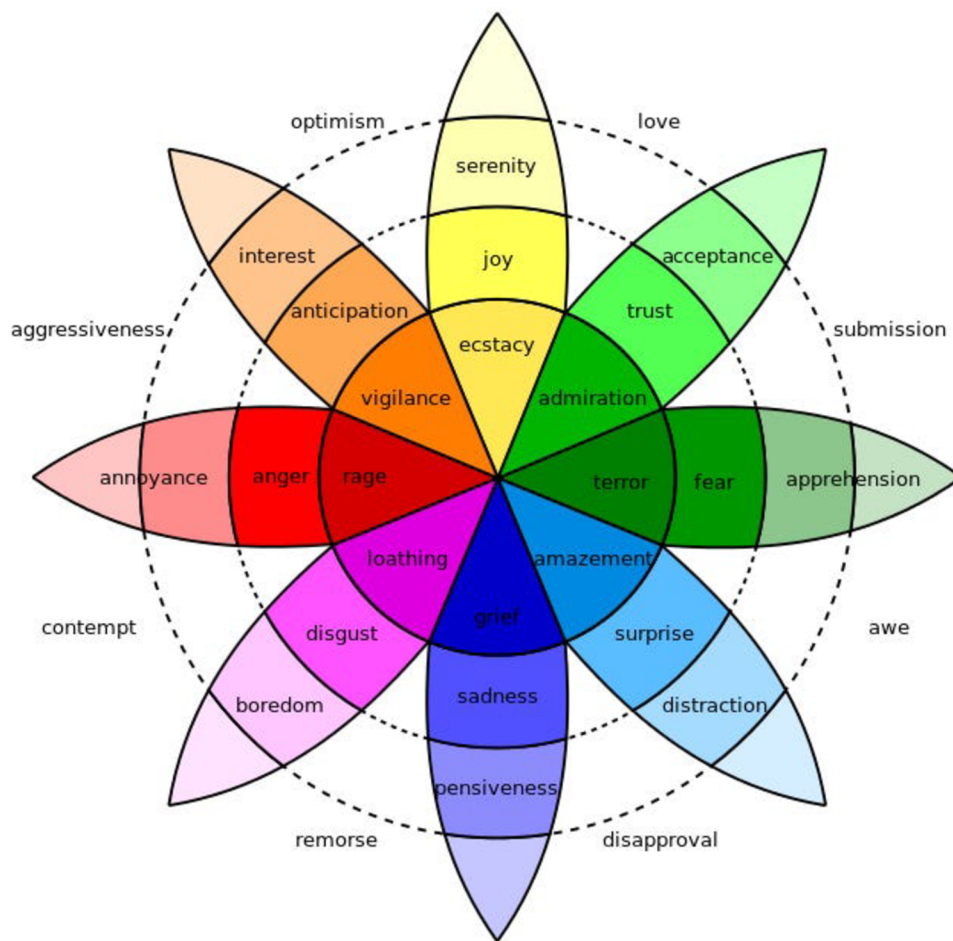
The colour white is associated with innocence and goodness. People perceive this colour as the colour of perfection and therefore it appears clean and safe. White gets the most use in high-tech products, medicine, and charitable organizations. In the digital world, it is most often used as a background colour. This colour is also characterized as a new beginning - which in translation means creating a space to engage the senses and creativity (Cherry, 2020).

**Neutral**

Neutral colours are perceived as timeless and classic. Neutral colours such as beige, khaki or grey often complement bolder colours. These colours have the task of complementing the whole so that nothing seems disturbed and that it is pleasing to the eyes. These colours usually have a soft contrast, and therefore they can appear boring and without any opinion by themselves. Many businesses, especially cosmetic brands, fall for the trend of neutral colours, because it is a safe option. However, this leads to no uniqueness in designs and colour schemes (Cerrato, 2012.)

## Pink

Pink colour symbolizes romance, compassion and love. In combination with white, this colour combination is most often used in charitable activities. Shades of pink can be found in brands whose target group is mainly women. Different shades are also used in sweets and cheap cosmetics brands targeting mostly teenagers (Batat, 2019).



**Figure 3: Emotion Wheel**

(Source: Campbell, 2022)

### **1.9.2 Unboxing experience**

The act of unboxing a product can be a memorable and emotional experience for customers. Packaging that is easy to open, visually appealing, and thoughtfully designed can enhance the unboxing experience and create a positive emotional connection with the product. To make an unboxing experience better, it is important to add value to the packaging. There are numerous ways to please and make the customer excited about the product packaging (Berden, 2020).

- **Personalizing the packaging:** Personalizing the packaging with the customer's name or add a personal message to the box creates greater emotional connection. It also shows the customer that they are valued and appreciated.
- **Using high-quality packaging:** Successful brands recommend using high-quality packaging that is sturdy, durable, and visually appealing. This can make the customer feel like they are receiving a high-value product.
- **Adding surprise elements:** By adding surprising elements such as small gifts or samples of other products that the customer might enjoy. This strategy makes the unboxing experience more extraordinary.
- **Using creative packaging designs:** Creative packaging designs which reflect the brand's personality or theme, such as eco-friendly materials, fun shapes, or unique colours are more exciting and memorable (Deutch, 2021).

### **1.9.3 Packaging evokes emotions**

Packaging is an essential element of product marketing, and it plays a crucial role in creating a connection between the product and the consumer. The packaging design can evoke emotions and create a memorable experience that resonates with the consumer. There are numerous emotions packaging can evoke, usually it is more than one (Berden, 2020). The most common emotions are:

- Excitement

Excitement is a common emotion associated with packaging. A well-designed packaging can create a sense of anticipation and excitement for the product, making the consumer feel like they are receiving a gift. This emotion is particularly important for new product launches or special edition products, as it can generate enthusiasm and excitement around the product (Gunaratne N., et. al, 2019).

- Trust

Packaging can also evoke a sense of trust in the consumer. A high-quality packaging design can convey the message that the brand cares about the product and takes pride in its presentation. This emotion is particularly important for products that are consumed or used on the body, such as cosmetics or food products, where the packaging design can influence the consumer's perception of the product's quality and safety (Berden, 2020).

- Nostalgia

Nostalgia is an emotion that can be evoked through packaging design. Brands can use retro or vintage packaging designs to create a sense of nostalgia in the consumer, appealing to their emotions and creating a connection between the consumer and the brand (Gunaratne N., et. al, 2019).

- Joy

Joy is another emotion that can be evoked through packaging design. Bright and bold colours, unique shapes, and personalized touches such as handwritten notes or gifts can create a sense of joy and happiness in the consumer. This emotion is particularly important for products that are intended as gifts, as the packaging can enhance the emotional value of the product. Marketing experts often try to evoke this emotion in children's books and toys (Barat, 2019).

- Pride

Packaging can also evoke a sense of pride in the consumer. A well-designed packaging can make the consumer feel proud to own the product and show it off to others. This emotion is particularly important for luxury products, where the packaging design can enhance the product's perceived value and create a sense of exclusivity (Gunaratne N., et. al, 2019).



#### **1.9.4 Trends in cosmetics packaging**

Every year, consumers are increasingly aware of the environmental impacts of cosmetics. Cosmetic companies in the last decade focused mainly on packaging that was too large and unnecessary for the products because such packaging seemed more premium, and customers were willing to pay extra for such packaging. The reason is the growth of social networks and capitalism, when unboxing videos began to be created on Instagram, YouTube and TikTok. The demand for such premium packaging was huge throughout Europe and companies were forced to make packaging more visually appealing, which was associated with an increase in waste. It was not uncommon for women's mascara of size 10x2cm to be packed in a magnetic box of size 20x20cm together with filling in the form of straw or soft plastic particles. In the last two years, however, this method of packaging has become a huge problem, causing more waste than ever before, and customers have noticed. Of course, not all customers are aware of the damage caused by such packaging. However, most people around the world, as well as the government, are trying to limit excess packaging. Finding suitable materials for natural cosmetics is challenging, as customers still expect an exceptional unboxing experience but also a low impact on the environment (Arka, 2022).

#### **1.10 Market Research**

Hague (2021) defined market or consumer research as the systematic and objective process of collecting and analysing data about consumers and their behaviour, needs, and preferences. According to Bennett, consumer research is a critical component of the marketing process, as it provides valuable insights that can inform the development of products, services, and marketing strategies. The goal of consumer research is to understand the behaviour and preferences of target consumers, as well as to identify opportunities and challenges in the marketplace. Consumer research can be conducted using a variety of qualitative and quantitative methods, such as surveys, interviews, focus groups, and observational studies. The choice of method depends on the research objectives, the target audience, and the nature of the research questions being addressed (Kotler and Keller, 2015).

Hague (2021) also emphasizes the importance of ethical considerations in consumer research, such as obtaining informed consent from participants, protecting their privacy and confidentiality, and ensuring that the research is conducted in a fair and unbiased manner. Overall, consumer research is a vital tool for marketers and businesses to gain a deeper understanding of their target audience and to make informed decisions about product development, marketing strategies, and business operations.

### **1.10.1 Focus Group**

Morgan (1996) defined focus group as a qualitative research technique. A small group of people, ideally 6 to 10 participants are brought together to discuss and provide feedback on a given topic.

Kitzinger (1994) emphasizes the importance of careful planning and preparation when conducting focus groups, including the selection of appropriate participants, the development of an appropriate discussion guide, and the management of group dynamics during the discussion.

In a focus group, it is important to choose a moderator, who will ask open-ended questions. Moderator tries to create a pleasant by choosing the right place, time, and people. Participants are then more relaxed and encouraged to share their opinions and ideas. Focus group is conducted when there is a need to test new products, evaluate marketing campaigns, assess brand perception, or identify potential problems. The goal of the whole focus group research is to gain insights how the target group about the issue. Usually, at the end the focus group should try to provide and propose suggestions for improvement (Morgan, 1996).

The focus group starts with planning phase, in which the moderator sets the main research question, according to which other questions are planned. After choosing the right participants, it is necessary to introduce themselves. This act supports guidelines for respectful communication. The discussion continues by asking open-ended questions and encouraging participants to elaborate their answers, if it is needed. The moderator concludes

the session by thanking participants for their participation, answering any final questions they may have (Kitzinger, 1994).

## **2 Current Situation Analysis**

A brand's success in the consumer goods industry is highly dependent on the ability to create a strong brand identity that resonates with their target audience. The packaging design plays a crucial role in building their brand image and differentiating them from competitors. To ensure that the packaging design aligns with the brand's strategy and meets the customer's needs, a comprehensive analysis will be conducted of the product and current packaging design. The aim is to identify any gaps or weaknesses in the current packaging design and determine the necessary steps to improve it.

### **2.1 Brand Introduction**

Cyprianus is a cosmetic brand produced in Slovakia. It is a family company based in Poprad that preserves family traditions. They started with the production of natural soaps, which their acquaintances fell in love with. Their first sales to other customers began with cooperation with a Czech company. After some time, however, the quality did not meet the expectations of the owners, so they decided to establish their own brand - Cyprianus. In 2011, they received permission from the regional public health office to start selling the brand. Their assortment gradually increased, but their products remained vegan and handmade. Their products are dermatologically tested and not tested on animals. Their portfolio currently includes creams, oils, soaps, waters and butters. They emphasize the needs of customers, and therefore new products are created mainly based on their requirements.

#### **Mission**

At Cyprianus, they believe in harnessing the power of nature to create natural, effective, and sustainable cosmetic products that enhance our customers' beauty and well-being. The brand is committed to using only the highest quality, ethically sourced natural ingredients and crafting our products by hand with care and attention to detail. Their mission is to empower our customers to make healthy, conscious choices that not only benefit their skin but also the environment. The dedication is focused on reducing our carbon footprint and supporting

sustainable and eco-friendly practices throughout our entire supply chain. Their goal is to inspire a beauty industry that is kind to both people and the planet.

### **Vision**

Their vision is to become the primary brand that the customer reaches for when they need skin problems or skin care.

### **Values**

At Cyprianus, they value the loyalty of their customers the most, and therefore the effort to satisfy them in all directions is crucial for them. They care not only about the needs of their customers, but also about the needs of their employees, because they believe that happy employees help to fulfil customer requirements better.

### **Name**

The name Cyprianus originated on the basis of a healer and traveller from the 18th century. Cyprian lived in the Red Monastery, in the Austro-Hungarian Monarchy. Among the people of that time, he became famous for his herbal products. His most famous medicine was made from 238 herbs and plants. The brand name sounds historic and memorable, complementing the brand identity.

### **Logo**

The Cyprianus brand logo has a historical touch, which effectively complements their values and brand story. The letter "C" in the centre of the logo is a symbol of the brand name. The symbol of the logo is wrapped around a plant for a feeling of connection with nature. The leaves of the plant are shaped into an incomplete square shape. The logo is displayed primarily in black or white, which looks minimalistic and elegant. The disadvantage of the logo is that it is not simple and versatile, which can affect the appearance of the packaging and other tools of communication.

## 2.2 Target Audience

Cyprian's primary audience are mainly women between 20 and 50 years old, interested in natural cosmetics. The target group lives in Slovakia and is looking for cosmetic products at an affordable price range. Customers are also well informed about the benefits and effects of natural cosmetics from advertisements and other communication sources. This group of people emphasizes sustainability and supporting local producers. These people usually opt for gentle and vegan ingredients because of their sensitive skin.

## 2.3 Brand Identity

Kapferer's brand identity prism model was used in this work to analyse the brand identity needed for the design of the new packaging.

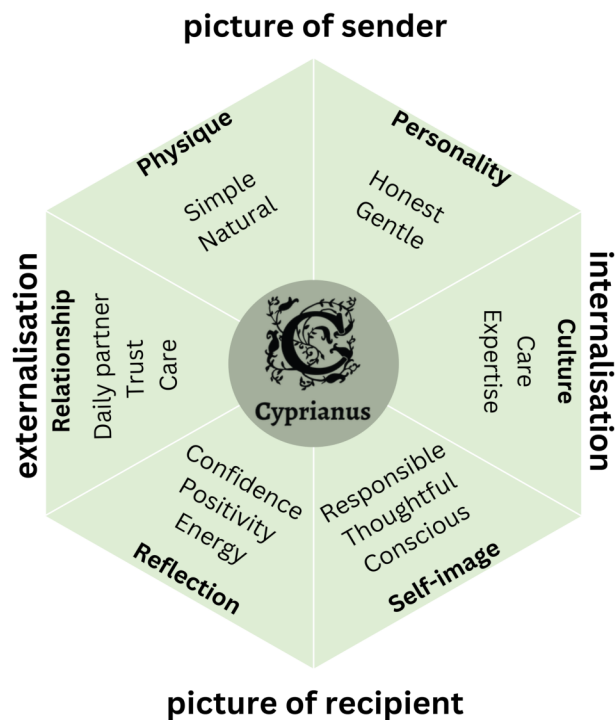


Figure 4: Cyprianus brand's identity prism

Source: author's own work

**Physique:**

Cyprianus uses neutral colours, thus they do not act as dominant, nor disturbing. Their products have a minimalistic design and historic feel to them. Packaging of their products appears simple and affordable.

**Relationships:**

Women who use Cyprianus products reach for them on a daily basis, in every part of the day. Thanks to their quality, Cyprianus products can be incorporated into your daily skin care routine.

**Reflection:**

The ideal customers are women who are naturally beautiful and self-confident. They know how to appreciate handmade products at an affordable price.

**Personalities:**

According to the Big Five personality model, Cyprian's personality would be characterized as sincerity. The company openly shows and teaches customers about the properties and functions of their products. It helps women feel better and show their true beauty by using natural products. On their website and social media, they present themselves gently and believably. They use velvet-themed pictures on their social networks, which only emphasizes their tenderness and care for others.

**Culture:**

The most important values for Cyprianus are the use of quality raw materials, made with love and preserving family traditions. The company producing products from the High Tatras is inspired by the history and beautiful nature of Slovakia.

**Self-image**

Consumers using Cyprianus products are perceived as reliable and earth-caring people, who care about their health. Users of this brand like to take time and pamper themselves with natural fragrant and high-quality cosmetic products.

## **2.4 Marketing mix analysis**

In the highly competitive world of consumer goods, packaging design can make or break a product's success. Packaging not only protects the product but also plays a critical role in attracting and retaining customers. Therefore, it is essential for businesses to carefully consider their packaging design to stand out in the market and meet customer needs. To achieve this, marketing mix analysis was used to develop a new packaging design for the cacao lotion bars.

### **2.4.1 Product**

The Cyprianus brand offers cosmetic products. The products are handmade from natural materials. No product is tested on animals. Cyprianus has a comprehensive portfolio of products. This product analysis is focused on cocoa butters from their collection only. The customer has the option to choose cocoa butter with the aroma of red orange or without any aroma. It is suitable for sensitive and dry skin. The butter is also suitable for use in tanning, as well as nutrition after tanning. Cocoa butters benefit from universal usability. It can be used on the body, face and hair.

Cyprianus currently offers two types of cocoa butters. The main ingredient of these whipped butters is almond oil, which contains rare essential acids and vitamin E. After applying the butter, the skin is nourished, hydrated and soft. Unflavoured cocoa butter is suitable for use throughout the year, during any part of the day. Due to the fact that it does not contain aroma, it is also suitable for men and women who prefer cosmetics without scent. Cocoa butter with red orange content offers customers the same as unflavoured butter with the added value of a fruity aroma. The red orange collection is the most popular and best-selling line among the others. It is popular during the spring and summer months due to its fresh scent and antioxidant effects. The smell of red orange gives the senses a feeling of energy and excitement, so it is advisable to incorporate products from this collection into the morning routine. The line is enriched with anti-stress and anti-inflammatory effects on the senses and skin.



Cocoa butter bar is in the shape of a heart. The duration of one lotion bar depends on the amount and frequency of use. If the butter is used every day on the whole body, its shelf life is approximately 2 months. If the butter is only used for skin problems like eczema, it will last more than a year. Product's life span is 2 years.

Because of the atypical heart bar shape, it is important to measure the product, so no mistakes during the design process occur when selecting the right size for new packaging. The widest part of the heart measures 4.8 centimetres and the length is still the same 3 centimetres.



**Figure 5: Cocoa butter without aroma & with the aroma of red orange**

(Source: Cyprianus, 2023)

## 2.4.2 Promotion

Cyprianus uses social networks, namely Instagram, to promote its products. Their social media strategy is mainly about sending PR packages to micro and macro influencers. Their content consists of product photos, motivational quotes on a satin background, and holiday promotions. The brand is currently working closely with two influencers - Rebecka Hlavatá and Dominika Stará. Both influencers were given the opportunity to design their own

collection of products. On social networks, they present their collection, as well as the permanent collection of the Cyprianus brand.

Cocoa butter in particular is not often used for brand promotion on social media, due to the appearance of its packaging. For promotion of the product, only the product itself is displayed on their Instagram profile, without the packaging. Cocoa butter as a whole with packaging can only be found in the reviews of influencers who were sent a PR package.

### **2.4.3 Place**

Cyprianus products can be purchased through their website or physically in one of the stores. Products are also offered by online stores, where their competition can be found directly. Currently, the brand has its own stores in Prešov and Poprad. The other 3 stores are franchised in Liptovský Mikuláš and Bratislava, where on the shelves, we can also find their competitor Soaphoria.

### **2.4.4 Price**

The price for one cocoa butter is 6.99€. The price of butter is calculated by the ingredients used, packaging, labelling and labour costs. For registered customers in the e-shop, the price is 6.64€, while it is also possible to use a 20% discount offered by influencers. The final price together with the discount for one lotion bar comes to 5.59€. The design of packaging was designed by the owner, so no design costs were involved. The current price of the package was not given, however according to the interview, it is possible to expect a price of 1,2€ per piece, including shipping, labour and graphic costs.

## **2.5 Packaging analysis**

Cyprianus packaging for lotion bars was designed at the establishment of the company, which is around 2012. Except for small modifications, the packaging did not go through any re-design process. Cyprianus uses recycled materials, but nowadays there are more sustainable

options. During the interview with co-founder, it was answered that there was never too much emphasis on product packaging. After communication with customers and increasing competition, the owners realized that the packaging needed to be innovated. Among the critical packaging designs for the product is the cocoa butter packaging. Customers in stores often decide not to reach for this product precisely because of its product packaging. Thus, in the following part, the packaging will be further analysed divided into visual side, material, informational content, and connection with the brand.



**Figure 6: Front and back side of cocoa butter packaging**

(Source: author's own work)

### **Colour Scheme**

Cyprian uses simple, neutral colours. The dominant colours are white, beige, gold, black and other neutral pastel shades. The colours appear clean and undisturbed. Although such a colour scheme can have a reliable and reassuring effect on the customer, they can also create a feeling of boredom. Their goal is to use earthy colours that leave a feeling of connection with

nature, so that they attract the customer. The cocoa butter is in a transparent package closed with a black shiny lid. The background of the sticker in a round shape is light beige. The background is bordered with a darker beige colour for a 3D effect.



**Figure 7: Cyprianus colour scheme**

(Source: author's own work)

### **Typography**

The main headings are clearly visible and readable. There is a minimum of text on the cover, which does not seem distracting. The typeface is classic, however nothing special or unique. The product aroma is shown in a larger font than the product type, which might be confusing. The red orange lotion is printed in the color of the real fruit, soft red with a touch of pink. This color evokes freshness and optimism. Cocoa butter without aroma is printed in a neutral color, which suggests its use is universal throughout the year, for both men and women.

### **Imagery**

Cyprianus uses graphic elements only minimally, namely as a label border, where a minimalist design reminiscent of ornaments with a historical touch is used. The logo is displayed on the upper part of the packaging. The graphic icon of hands and heart shows that the product is made by hand and with love.

Shape and size

As mentioned before, the main problem with this packaging is the size. Overall, the packaging looks like it was made for another product. The 200ml size of the packaging unnecessarily takes up a lot of space, and thus the packaging may be unsuitable for travel and other use. The weight of the product itself is 50 grams, which suggests 2 more 50 gram butters would fit in a 200ml jar.

### **Functionality**

Functionality of this butter packaging is sufficient. The cup can be easily opened and closed using the twisting technique. However, there are risks of damage to the product inside the packaging. During travel and intensive shake with the product in the package, chipping and breaking of the product may occur. The packaging has a great longevity and can be reused for further use of other products.

### **Branding consistency**

The packaging has a very minimalistic design. A plastic container is 100% recyclable, but it may not appear to the customer as a way of sustainability towards nature. The black lid looks cheap and artificial, which does not reflect the brand's messaging, which is sustainability and connection with nature. Despite the fact that the packaging is consistent across other collections, its appearance does not attract the customer to buy the product.

### **Informational content**

The packaging informs about the type of product and its aroma. At the bottom of the package label, we find the weight and a hand-made label with a description. The informational content is very minimalistic, which can often harm the brand. The effects of the product are not listed on the packaging. Ingredients of the lotion bar are mentioned on the bottom of the packaging stuck with a small round paper. The Cyprianus website also informs customers about the places of production, that it is cruelty free and vegan. Unfortunately, all the icons on the product packaging are missing. On the back of the package, customers will also find the website, expiration date, production batch and barcode.

**Conclusion:**

The cocoa butter packaging is minimalistic, and its appearance looks cheap and poor quality. The size of the product does not correspond to the packaging, and thus it seems like packaging made for a different product. There is no information on the effects on the packaging. Unboxing of the cocoa butter bars can't be used in social media content, as it doesn't look good in photos or videos. We can say with certainty that the current packaging of these lotion bars does not work as a sales promotion tool. The packaging does not communicate with the customer in any desired direction, neither visually, nor does it reflect the identity of the brand.

**2.6 Competition research**

The main competition for the Cyprianus brand and cocoa butters are 3 brands. The Soaphoria brand can be found competing with Cyprianus in most retail stores. In all these stores, brands are sorted by brand name and not by product type. The brands Cyprianus, Botanica Slavica, Soaphoria and NATAVA can be found on the naureus.cz e-shop, where they compete with each other in numerous product categories. In addition to the fact that all the brands on this website are natural cosmetics and made from similar raw materials, their price range is also at the same level. All brands offer cocoa as the main or one of the main ingredients from which the whipped or solid butter is made.

These facts indicate that in the retail store and on the website, the appearance of the product, and thus the packaging design, will often be a decisive factor.

During this research, the brand itself is first presented for better familiarization with their identity and values. In the next phase, the product is presented with its benefits and main ingredients, which is followed by the final evaluation of its packaging using the criteria that will be presented in the next section.

### **2.6.1 Evaluated criteria and measurement method**

Vila & Ampuero (2006) divided packaging elements into two blocks: graphic elements (colour, typography, and images) and structural elements (form, size of the containers, and materials). The elements that were evaluated in this thesis include a visual, functional and also branding perspective, which was added to Vila and Ampuero blocks. From the visual side, the author of the work focused on the used colours, font, images and overall impression. From the functional side, emphasis was placed on the material, ease of use and information content. From the brand's point of view, it was analysed whether the packaging reflects the brand's messaging. All criteria were evaluated according to theoretical knowledge and the author's own discretion.

#### **• Material**

The packaging material should be strong enough to protect the product from any damage during shipping and handling. The choice of material also affects the shelf life of the product. For example, certain materials like aluminium and glass are better at preserving the product's quality and freshness. Especially for all these brands offering natural cosmetics only, the packaging material should be environmentally sustainable and not contribute to landfill waste. The use of recyclable, biodegradable, or compostable materials is essential to reduce the environmental impact of packaging.

#### **• Ease of use**

In the ease of use category, the two most important criteria are evaluated, namely user friendliness and convenience. Packaging should be user-friendly and intuitive, requiring minimal instruction or guidance. This is particularly important for products that are used frequently, as consumers may become frustrated if the packaging is difficult to use. As for convenience, consumers are more likely to purchase products that are easy to use and convenient to carry around. Packaging that is easy to open, dispense, and close can make the product more convenient to use, which can lead to repeat purchases and brand loyalty.

- **Informational content**

Informational content in packaging design is crucial for providing consumers with important details about the product. This category will analyse whether the packaging contains all the necessary information about the product, such as effects, usage instructions and ingredients.

- **Brand's messaging**

A brand's messaging in packaging design is important because it can help differentiate the brand, reinforce brand identity, create an emotional connection with consumers, provide information, and build brand loyalty. By communicating a clear and compelling message, the packaging can help drive sales and enhance the overall brand experience.

- **Imagery**

Imagery plays a crucial role in packaging design, as it can communicate the product's features, benefits, and unique selling proposition to the consumer. Imagery can be used to showcase the product's features and functionality. It can also help the brand to differentiate from its competition by using extraordinary graphics and clear communication.

- **Colours**

Colours should be understood from branding and visual aspect. They are an important component of packaging design, as they can help establish brand identity, grab attention, evoke emotion, influence product perception, and differentiate the product.

- **Typography**

This category will be evaluated on the same basis as the use of colours. Like colours, the font style must reflect the brand's messaging, identity and values. The content on the packaging must be comprehensible and easy to read for the customer.

## **2.6.2 Soaphoria**

This brand emphasizes the entire production process, from the selection of raw materials to customer care. The company must be 100% certain that what they are doing is effective. They try to offer customers unique, but also organic products. Just like Cyprianus, this brand does



not test on animals and is sustainable. Soaphoria is considered the biggest competitor of the Cyprianus brand. The reason is direct competition in one of the shops in Liptovský Mikuláš. The products are displayed on the shelves in close proximity, and therefore the customer will be attracted to the brand that offers him a more visually appealing product. The prices of this brand are considered acceptable and average from 3€ to 25€. Since both brands hold similar values, they are BIO and sustainable, the deciding factor will most often be price and packaging design.



**Figure 8: Soaphoria butter packaging**

(Source: Naureus, 2023a)

## **Product**

Regenerating butter for the treatment of dry and thirsty skin of the body, hands, and feet with the added ingredient of CBD in the 200 ml size.

## **Packaging design of Soaphoria butter**

At first glance, their design looks similar to the Cyprianus brand in terms of size and shape. The regenerating butter uses a hard plastic packaging, and the cap is also black, but created

in a more matte design. Functionality from the point of view of ‘‘user friendliness’’ and ‘‘protective function’’ is sufficient. For liquid products, many customers prefer packaging with a pump because of easier use, especially while showering. As for the brand's messaging and values, according to this packaging, the customer will not be able to tell which brand it is at first glance. Even if the product looks organic, the customer must look for the brand name on the packaging for a longer time. The ingredients and effects are very visible and after reading the customer knows what to expect from the product. The use of images is minimalistic but effective. The image of the leaves shows the added ingredient CBD, which is considered to be the USP of this butter. The colours of the packaging also effective as they indicate the added ingredient and have an organic effect.

### **2.6.3 Botanica Slavica**

Botanica Slavica is a modern brand developing natural cosmetics inspired by the heritage of their ancestors. They carefully formulate traditional recipes in a modern design and in returnable packaging with respect for mother nature. They use mainly valuable local herbal extracts, thanks to which the customers can also enjoy the proven effects of every product that comes from their hands. Botanica Slavica embodies love and respect for tradition and nature, its gifts and all living things.



**Figure 9: Botanica Slavica butter packaging**  
(Source: Naureus, 2023b)

### **Product**

This butter is made from three natural ingredients. Sunflower oil which helps the skin maintain hydration and prevent aging and the formation of wrinkles. Shea butter hydrates and regenerates, supports collagen formation and restores skin elasticity. It helps in the fight against acne, ulcers, scars and other aesthetic defects, eczema, dermatitis and psoriasis. And lastly, Cocoa butter nourishes and protects the skin from re-drying, helps in regeneration. It is an excellent source of antioxidants and beneficial fatty acids. It is quickly absorbed and effectively soothes, eliminates dryness, itching and scaling.

### **Packaging design of Botanica Slavica**

The overall design of the packaging of this product looks elegant and appealing. The informational content category is very well made. The customer will immediately notice on the packaging what the product is intended for and what it contains. The ingredients are listed on the back of the package, while the brand name, imagery, and effects of the product are on

the front. The black matte packaging with gold text is reminiscent of premium products. Such a colour combination often indicates a higher price of products, while this product has an average price. In retail stores, consumers might automatically put this product aside, because they will assume a higher price of the products based on the packaging design. The images on this design show some of the fruits and therefore the ingredients that the butter contains. Images add a fresh touch to the design. Linking the brand's values could be more effective in this case. At first glance, it is not clear on the packaging that the butter is vegan and cruelty-free. Another advantage of this brand is the use of returnable glass packaging, which is more eco-friendly and sophisticated looking.

#### **2.6.4 NATAVA**

Natava is Czech natural cosmetics. The brand is particularly proud of its high-quality ingredients and their aroma. The cosmetics of this brand constantly strive to be at the top of sustainability and modern designs of their products, so that they are as appealing as possible to the customer. The brand offers a wide range of products and their goal is for customers to create a ritual from their products. The promotion of this ritual is communicated on several e-shops. NATAVA is the only brand that uses video storytelling, which is their great advantage.



**Figure 10: NATAVA butter packaging**

(Source: Naureus, 2023c)

## **Product**

Natava solid body butter is suitable for normal to oily skin. The combination of cocoa and shea butter enriched with light apricot kernel oil, avocado oil and sea buckthorn extract help keep the skin hydrated and nourished. The body butter will provide your skin with beneficial care, relaxation and relaxation, leaving a pleasant feeling and a delicate aroma.

### **Packaging design of NATAVA butter**

Solid butter of this brand is most effectively connected with nature and what the brand stands for. The cover is made of hard paper, which works with a slide-out technique. The butter is also packed in tissue packaging with the monogram of the brand's logo. The font of the letters is simple, but effectively complements the idea of the brand. On the front of the package there is information about the product, for whom it is intended and the ingredients. All necessary information is written in Slovak and English. On the side we can find the weight of the product. The packaging complements the product and the brand identity at a high level. The undoubted disadvantage of this package is its material in terms of possible damage when

it gets wet or when traveling. The brand realized this disadvantage and began to offer universal aluminium packaging for travel. Aluminium packaging cannot be purchased at all e-shops and stores, therefore only cardboard packaging will be included in the evaluation.

## 2.6.5 Evaluation summary

**Table 1: Competition packaging summary**

(Source: author's own work)

Category	NATAVA	notes	Botanica Slavica	notes	Soaphoria	notes
material	1	most sustainable	1	returnable glass containers	2	glass
use of color	3	very minimalistic/bland	1	appears expensive	2	works well/coherent
imagery	3	no images	1	illustrative, visually coherent	2	appears old fashioned
typography	2	simple, small font size	2	simple, effective	2	simple, effective
brand's messaging	1	coherent	2	outdated	2	incoherent across other products
informational content	2	sufficient, well divided	1	well divided front and back side	2	too much text on the front side
ease of use	2	easy to use, short longevity	1	simple, effective	1	simple, effective

In the material category, glass materials from the Botanica Slavica and Soaphoria brands were ranked best. Although a NATAVA cardboard box would decompose sooner in nature, it can be assumed that this material will wrinkle over time and will be more difficult to handle. Cardboard is a very fragile material and changes can be seen when it comes into contact with water, fire or when it is wrinkled. In the use of colour category, Botanica Slavica took the first place, whose matte design with a golden title looks luxurious. The colours of the Soaphoria brand match the natural product, while the NATAVA brand does not use any colours, which does not necessarily mean anything unfavourable in the world of organic cosmetics. The cardboard look together with the tissue paper of this brand looks natural and the use of another colour would be unnecessary. When it comes to imagery, same as with colour, the NATAVA brand looks very minimalistic, as it does not use any images and complex graphics. The Botanica Slavica brand uses images of raw ingredients, however, it appears that these images contrast too much with the strong combination of black and gold.

The Soaphoria brand effectively indicates the active ingredient CBD with pictures, but it is not obvious from the packaging that it is a body butter, which should serve as the main message. All brand fonts are not extraordinary, they are minimalistic and easy to read. The disadvantage of the NATAVA is the small font size, which can be difficult to read in such a small package. The brand's messaging is best reflected by the NATAVA brand, which at first glance appears to be the most eco-friendly. The information content is best processed by the Botanica Slavica, which has an effectively divided front and back page. As for Soaphoria brand, the overall impression from the front is like a lot of unnecessary things crammed together. In the last category of ease of use, glass containers which are easy to open are placed higher in the ranking, while with the NATAVA brand it can be a problem after a while due to the factors already mentioned.

## **2.7 Focus group**

Qualitative research is conducted on 6 participants between the ages of 21 and 49. All participants belong to the target group of the Cyprianus brand. Respondents live in Slovakia and support Slovak production. 5 women and 1 man were selected, which makes up approximately the same gender percentage representation of the brand's customers (85% women and 15% men). Among cosmetic brands, they prefer natural products and not tested on animals. They reach for cosmetic products daily, morning and night. For this group, it is important that the product is functional and delivers what is expected. The respondents rely on quality at a reasonable price. Respondents do not expect added value in the sense of brand status or luxurious packaging design, they mainly want high-quality ingredients and good usability. The research took place in a cafe for a more pleasant atmosphere. Respondents had the opportunity to see, hold and work with the red orange flavoured cocoa butter packaging live. The interview with the participants was recorded using a recording technique so that the author could replay all the opinions and that no important information was forgotten.

The focus group is divided into four parts. In the first part, the research question is posed, and, in the second part, the participants are introduced. The third part, the author focuses on

collecting information from the participants. The last part of the research is aimed at the final evaluation of the answers.

**Research question:**

One of the most important aspects of the focus group is the research question, which reads as follows:

*"What elements of the current cocoa butter packaging design do the participants value, and which elements would they change in order to make the product more usable and visually appealing?"*

**2.7.1 Presentation of participants**

-Soňa (24 years old)

Soňa is a student of social sciences in Prague. She is interested in sustainability and new packaging designs. She cares about quality cosmetics and always buys only what she needs. Soňa is an advocate of minimalism and quality raw materials. Her skin care routine consists of only a few products, so she likes products for universal use.

-Katarína (38 years old)

Katarína is a primary school teacher. She is the mother of two children aged 3 and 8. She wants to provide her children with the highest quality skin nutrition without the addition of chemical substances. Katarína lives in a two-generation house with her mother, husband and children, so she always appreciates if they can share products with each other.

-Petra (21 years old)

Petra is a medical student in Bratislava. She spends her free time shopping or traveling with her friends. She likes to use social networks and often buys products based on recommendations from influencers. She likes trying new cosmetic brands and often finds something unusual in stores.

- Margaréta (40 years old)



Margaréta is a single mother on maternity leave. Her two-year-old daughter has skin problems and suffers from eczema. They know the Cyprianus brand well and its products form the basis of their daily routine. Thanks to the natural composition of the products and the reasonable price, the products are used by Margaréta and also by her daughter, whose Cyprianus products help fight against atopic eczema.

-Martina (49 years old)

Martina is at an advanced age, so she likes to combine organic products with chemical ones in order to delay the aging of her skin as much as possible. She supports and appreciates Slovak manufacturers, as she herself makes home decorations herself in her free time. Her criteria for cosmetic products include quality ingredients, anti-aging ingredients and good packaging functionality.

-Martin (23 years old)

Martin is a college student and never took care of his skin because he didn't consider it important. A few years ago, he struggled with severe acne, which left scars on his face. He is currently suffering from dry skin and scars on his face, so he reaches for cosmetics that nourish his skin. Since he is a man, he prefers products that are universal and whose packaging does not look feminine.

Questions for the focus group:

1. What are your initial impressions of the packaging? What does it make you think or feel about the product inside?
2. Does the packaging communicate the product's benefits effectively? What message does it convey?
3. Is the packaging easy to understand and use? Are there any confusing elements or instructions?
4. What do you think of the colour scheme and design? Does it catch your eye or stand out on the shelf?
5. Is the packaging durable and protective? Would you feel confident purchasing the product based on the packaging alone?

6. Is the packaging environmentally friendly or sustainable? Does this factor influence your purchasing decisions?
7. Are there any changes or improvements you would suggest for the packaging design?

### **2.7.2 Collected data**

The first question was focused on the first impression of the packaging. All the participants were surprised in a negative way because they expected the package to be completely filled and not half filled with a lotion bar. Katarína said that the packaging even made her feel uncomfortable. The black lid seemed cheap and artificial to the participants. After opening the package, they had a pleasant feeling about the butter overall, but they did not like that small parts were peeled off from the butter. The peeled off parts were caused by hard impacts of the butter against the walls of the package. The product in the transparent packaging therefore appeared used, even though it was brand new. Margaréta said that she regularly visits the Cyprianus brand when she goes to Liptovský Mikuláš on a ski trip and she never bought this product even though she thought about it. The reason was the fact that there is not enough product in the container, and therefore she always reaches for the shea butter in the 200ml size in the same package.

After looking at the packaging, one of the participants found out that the product's benefits were not listed anywhere on the packaging, so he did not know when and why to use it. They understood from the packaging that it was cocoa butter and that it was hand made. However, not all participants knew that the butter was natural and overall, they assessed that they lacked information about where the product was made, whether it is cruelty-free or organic. The ingredients of the butter are written on the bottom of the packaging and the font size was easy to read, so the brand most likely expected that customers would know from the listed ingredients that the product is natural. They considered the website on the back of the product useless.

From the point of view of ease of use, the package was evaluated well. It was easy for the participants to understand how it works. The disadvantage was the greasy marks that could

be seen on the lid after every touch, which was not visually appealing. Everything seemed understandable on the cover for the selected group. However, the lack of information how and where to use the product itself was disappointing for all the participants.

With another question, we redirected to the visual side of the packaging. None of the participants answered that the packaging would interest them or that they would have noticed it on the store shelf. The cover for the group looked minimalistic, but boring because of its colours. Soňa said that the problem is not the colours themselves, but the fact that there is no imagery on the cover and thus it looks very dull. Two participants liked the hand-made icon at the bottom of the sticker. Martin said that he likes the minimalist design, but he misses something on this cover.

They evaluated the packaging as sufficiently durable. The packaging also fulfils a protective function against external influences, but its size causes the butter to peel off. When asked whether the packaging design alone would convince the participants, without knowing more about the product, they answered unequivocally no. The packaging seems confusing to them, and they do not understand why this product is placed in such packaging. Martina added that she would expect solid spreadable butter in this material, not a lotion bar.

The packaging seemed like hard plastic to the selected group, which seemed to them to be the worst choice for packaging a vegan product. The participants were later informed that the containers were made from recycled materials, which they could not tell from the packaging, as this was not stated there. Three out of six participants are not interested in whether the packaging is eco-friendly. However, Katarína said that if she buys a sustainable and vegan brand, she expects the packaging to correspond to that.

In the proposals, the focus group participants were creative and came up with many different ideas. First of all, they would replace the packaging with a smaller one and either with cardboard or aluminium material. Petra would like a heart-shaped package. Soňa suggested packing the product only in a sustainable bag, to which a piece of paper with the necessary information would be tied. Margaréta again proposed an aluminium package, in which paper or other filling would be inserted, as they would act as a double protection against damage to the product. Martin would appreciate some added value, such as a discount on the next

purchase. The participants considered that the brand is eco, so they would incorporate earthy colours and natural images into the design.

### **2.7.3 Summary of answers**

The main problem was that the participants were confused as to what the product was used for and the message that the packaging should convey was not clear to them either. They were also negatively surprised by the unnecessarily large container. What they mostly lacked on the packaging were the benefits of the product and other information about the product such as whether the product is vegan or tested on animals. The overall appearance of the packaging was not at all attractive and they would certainly not have chosen it on the store shelves. The material of the container seemed cheap and non-ecological to them. The participants gave the author high-quality and useful information on how to improve the new design in several ways.

## **2.8 Customer Persona**

Based on the answers from the focus group and an interview with the co-founder of the brand, a customer persona was created to better understand the needs of the target group.

**Name:** Hana

**Age:** 30-45

**Occupation:** Office Manager

**Education:** College Graduate

**Location:** Suburban area

**Income:** 38 000€

**Family:** Married with children

**Hobbies:** Yoga, meditation, healthy eating, outdoor activities, sustainability, reading, and self-care.

**Personality Traits:** Health-conscious, eco-friendly, conscious consumer, values quality over quantity, interested in natural remedies, and loves to try new things.

**Shopping Behaviours:** Hana shops at natural health stores, organic markets, and online retailers. She values transparency and authenticity in the products she purchases, however is always searching for more affordable alternatives. She often researches the products before making a purchase and is influenced by product reviews and social media influencers.

**Motivations:** Hana is motivated by her desire to live a healthy lifestyle and take care of herself and her family. She wants to use natural products that are good for her body and the environment.

**Challenges:** Hana may be concerned about the effectiveness of natural handmade cosmetics and may need education and reassurance that they will work as well or better than conventional cosmetics.

## 2.9 SWOT analysis

For a clearer evaluation and easier understanding, the simple SWOT framework was evaluated.

### **Strengths:**

- Minimalistic design
- Longevity and durability of the packaging
- Consistent branding across different products

### **Weaknesses:**

- Size of the packaging
- Cheap looking material
- Less eco-friendly material
- Confusing and unattractive design
- Insufficient informational content

**Opportunities:**

- Expansion into new product lines with innovative packaging designs that differentiate the brand from competitors
- Collaboration with influencers or other brands to create limited-edition packaging designs that generate buzz and increase brand awareness
- Incorporation of technology, such as QR codes, into the packaging design to enhance the customer experience
- Introduction of more sustainable packaging solutions
- Ability to showcase the product's features and benefits through clever packaging design
- Eye-catching design that stands out on the shelves and grabs customers' attention

**Threats:**

- Intense competition in the market, with many organic brands fighting for customers' attention and loyalty
- Changing consumer preferences and trends
- Regulations and laws regarding packaging materials and waste management that can limit the flexibility and creativity of packaging design
- Economic factors, such as costs of materials or transportation

**2.10 Summary of the analytical part**

In the analytical part, the author initially focused on the first phase of the redesign process. Since the problem was already identified at the beginning of the work, the first phase began with the presentation of the brand itself, which was followed by the evaluation of the Cyprianus brand identity. In this step, the product itself was also evaluated with the help of 4P analysis, with its appearance, benefits, and ingredients. After analysing the product, the cocoa butter packaging design was evaluated.

In the second phase of the redesign process, research was conducted on the competition, mainly to distinguish the package from the competition, but also to be involved in improving the packaging elements that cocoa butters lack. Consumers research was evaluated on the basis of a focus group. In this step, the overall feelings and impressions of the current cocoa butter packaging were evaluated. The participants of the focus group had the opportunity to say what they would change on the cover and what they would leave there. At the end of the analytical part, the SWOT framework was used to summarize the internal and external factors influencing, which will influence the new packaging design as a marketing communication tool.

### **3 Proposals and Contribution**

The aim is to propose suggestions for functional packaging and at the same time visually appealing for customers. This part is focused on creating effective solutions for a new packaging design. This category includes the choice of material, size, information content, symbols and colours. Another goal is to select a material that will work for the cocoa butter both functionally and visually, so that the emphasis on the brand's values is maintained as well with an emphasis on usability. Proposals will result from theoretical starting points, analysis of the current state and competition. The design will take into account the already created customer persona and will try to meet the requirements of the focus group participants. The proposals will develop from brand's identity and product's analysis. Furthermore, other contributions related to improving the customer experience of the packaging will be proposed together with costs calculation at the end of this part.

Proposals requiring a visual form will be designed graphically in the Slovak language, as Cyprianus is a Slovak brand, and all their packaging is exclusively in the Slovak language.

#### **Brand's criteria regarding new proposals**

- Preservation of brand identity
- The price of the package must not exceed 1.2€ per piece
- No investments in new technologies and machinery
- No changes in product's shape, size, fragrance or ingredients

#### **3.1 Solutions**

The goal of this part is to create effective marketing solutions for a new packaging design. This category includes the choice of material, size, information content, symbols, colours, and typography.



### **3.1.1 Container**

After analysing the competition and materials, it was found that the most suitable material for lotion bars would be aluminium or cardboard. Plastic materials were immediately excluded because they are not eco-friendly. Glass was excluded due to the fact that it is more financially demanding, and customers expect a liquid and spreadable product from a product made of glass. Also, there is a higher risk of breaking the glass during transportation. Cardboard was analysed as the second-best option. It is financially acceptable and eco-friendly. The disadvantages of the cardboard package are the possible damage to the package and also this material would absorb the oils from the butter. An option would be waxed cardboard from the inside, but that type is more expensive. Innovative materials such as bamboo or wheat materials are currently more difficult to obtain and significantly exceed the brand's budget.

Therefore, aluminium packaging was chosen as the final material. The advantage of this packaging is environmental friendliness and thus supports the brand's values. Aluminium cans are easily available through various e-shops and their prices are also acceptable. There are many sizes and colours to choose from. For the cocoa butter product, a can in the size of 50 grams or 60 millilitres will be enough. Of course, when choosing the right container, the dimensions of the product with a width of 4.8 cm and a height of 3 cm must also be considered. The price of this size ranges from 0.3€ to 0.9€.

### **3.1.2 Labels**

Stickers for aluminium containers should also be eco-friendly. Fortunately, there are already many companies and factories that specialize in the production of vegan stickers. Stickers made of innovative materials are in a slightly more expensive price range than classic ones, but with natural cosmetic products, it is required that every part of the packaging should be recyclable and that no waste is created from the packaging. If the packaging is communicated as zero waste on the brand's information channels, customers will definitely appreciate it and

it will also attract new ones, as there are still a minimum of brands in Slovakia that offer zero waste packaging together with their products.

### **3.1.3 Colours**

A condition of the Cyprianus brand is the preservation of neutral colours, as they are related to their identity. No changes were made to these criteria and the colour scheme remained the same. However, the colours were used to make the customer feel interesting, and the created designs also added vivid colours that can be found in nature, so they still look neutral. The author decided to use the aluminium packaging in gold, as it is unusual and stands out from the competition. The gold colour is also warmer than silver and gives the customer a more pleasant and warm feeling.

### **3.1.4 Typography**

Various fonts were used on the designs. A maximum of 3 fonts were used for the entire design, so that it does not have a distracting effect on the customer. Since the colours of the brand are neutral and their typography seems bland to the customer, the author of the work decided on a more extraordinary and atypical font, which is related to the hand-made theme.

### **3.1.5 Imagery**

The use of images will be associated with plants in different forms in all three designs. The images will serve primarily as a background only, not as the main component of the cover.

### **3.1.6 Informational content and symbols**

As for the information content, the author of the work added the cruelty free, vegan symbols and left the handmade symbol, so that the customer can find this information immediately on the packaging, as it is an essential part of the brand's identity. The website was removed from the cover, as the focus group participants considered it irrelevant information and visually

spoiled their impression of the cover. All legislative information has also been retained. What to use the product for was added on the front of the package.

### 3.1.7 Back side

The author decided not to test the bottom of the package, as this side may not be visually appealing to the customer. At the bottom, it is important for the customer to be able to find the necessary information, such as the ingredients or the expiration date. This is also why a minimalist design was used in this case, so that different graphics and colours do not disturb the customers. The back consists of the brand name, ingredients, barcode, weight and expiration date. The shape of the Slovak Republic is depicted behind the ingredients to remind customers that the product was made in Slovakia. The back colour will be changed based on the final design.



**Figure 11: Packaging bottom side proposal**

(Source: author's own work)

## **3.2 Proposals testing**

Three different designs were created in digital form. The designs were designed to appeal to the customer and also correspond to the brand identity. Theoretical knowledge and feedback from focus group participants helped to design the designs. The packaging was designed for unflavoured butters. The final design will also be created for a variant without flavoured butter. The front of the package always contains the title, aroma and what the product is intended for. Furthermore, on the top of the label we find only the Cyprianus brand logo, without the name. Important information about the product such as being vegan, handmade and cruelty free is also included on the bottom of the front side.

### **3.2.1 First design**

The first design is visually the most similar to the original Cyprianus cocoa butter design. To connect with nature, a frame with leaves was used. The shape of the frame complements the logo and its natural touch. Its background is white and thus contrasts well with the main headings. The titles are in dark brown to complement the colour of the cocoa butter. The overall design complements the brand identity well, it is minimalist, but still different from the competition. The goal of the author of the thesis was to create a design that will look historical, but not outdated, natural and will also correspond with the brand identity.



**Figure 12: First front side proposal**

(Source: author's own work)

### 3.2.2 Second design

This design was designed in connection with nature. It should be immediately obvious from the design that the product inside is made from natural ingredients. The design should appear sophisticated and elegant. The colours were chosen based on the Cyprianus silver scheme and muted colours across different collections. Muted colours have a calming effect and complete the overall design. The font should resemble a historical look and complement the brand logo.



**Figure 13: Second front side proposal**

(Source: author's own work)

### 3.2.3 Third design

The third design was created as an experiment. The author of the work decided to use colors and images in a more vivid form, but still from a neutral palette. A background of cocoa beans complements the title. Typography is the most interesting part of the design, because it is significantly different from the competition and other products from the Cyprianus collection. The use of this font would be a risk for the brand, in terms of whether customers would be able to associate such a design with the Cyprianus brand. The goal of this cover was to arouse curiosity and positive thoughts. What is mainly helped by the interesting and playful font that resembles cocoa beans.



**Figure 14: Third front side proposal**

(Source: author's own work)

### 3.3 Focus group

A focus group with the same six participants was used again to test the proposed designs. The material and size were selected in advance after the first evaluation of the results from the focus group, so the questions were not further focused on the material and shape of the container. The design of only the front side was tested since it is the most important for the customer in the first impression. The questions were built mainly based on the overall impression of the designs. The focus group took place in the same café as the previous time. The participants of the focus group were already introduced earlier in this work, and therefore this part directly follows the research question and the evaluation of the answers. Graphics, imagery, colors, typography and overall impression will be specifically tested. Participants had the opportunity to digitally compare the packaging with the previous design and with competing brands Soaphoria, NATAVA and Botanica Slavica. In the last part of the research,

the participants had to decide together how to evaluate the given criteria. Together they evaluated and ranked all 3 designs from best to worst.

Questions for the focus group:

1. What do you think about the colour scheme and overall aesthetics of the packaging?
2. How well does the packaging design communicate the product's features and benefits?
3. How likely are you to pick up this product based on its packaging design alone?
4. Is the design memorable enough to be recognized among other products?
5. What improvements or changes would you suggest making packaging design more appealing?

**Research question:**

*Which packaging design is the most visually appealing to the participants and how would they improve the given design?*

**3.3.1 Collected data**

At first glance, Martina, Katarína, and Soňa were most interested in the second design. They thought the design was the most compact and nicely complemented the brand's identity. Petra liked the third design best, but she liked the font best on the second design. Martin was positively surprised by the third design. He liked the bright colours but complained that the background is very contrasting and the titles are not easily visible. Margaréta also liked the second and third designs the most, mainly because of the more vivid colours. Among the participants, the third cover aroused the most positive emotions. Margaréta assessed that the third design would be generally more popular among the younger categories. The first design was admired the least, mainly from the point of view that the design seemed dull and old-fashioned. Regarding the typeface and font, the second and third designs were most appreciated. The second design resembled spreading butter and the third design reminded the participants of cocoa beans, mainly in the O-shaped letters. The connection with the brand



was highlighted mainly in the first and second designs. In the third design, neither Katarína nor Martina thought the brand logo fits with the rest of the packaging design.

All participants liked the informational content because it described the product effectively. As for the order of information icons, Martin liked the cruelty-free icon in the middle of the cover. They would not add or remove anything from the packaging. Compared to the previous design, these proposals seemed more concise, modern and easier to find the necessary information.

The packaging that stood out to the participants the most from the competition was the third design, mainly due to the colours that best matched the golden aluminium container. The second design had the most pleasant effect on the participants. The participants especially appreciated the elegance and universality of the second image, which does not appear too prominent and is minimalistic. Katarína thought the third cover was "playful" thanks to its background, and thus she added that her daughter might also like it. On the contrary, Martin liked the graphics on the first proposal the most, because it seemed the most universal and simple. He would choose the second proposal as a second choice. Participants think that the second and third designs are the most memorable and they would be able to distinguish it from the competition even without reading the brand or logo.

For the final design, Martina would suggest more visible icons, because such a small font could be a problem for older age groups, which would lead to discomfort in the store. Another suggestion was to unify the font, especially in the third design, where the headings seemed chaotic. For the first design, Martin suggested unifying the colour of the logo and the picture frame.

### **3.3.2 Evaluation of designs**

In this part, the focus group participants had to finally evaluate which design is the best in the given criteria. Each applicant had only one point to assign to a given criteria. The best design should therefore have the highest number of points, while the worst design should

have the lowest number of points. At the end of the research, the points were added up and the results are as follows:

**Table 2: Design testing summary**

(Source: author's own work)

<b>Most suitable design</b>	<b>1st design</b>	<b>2nd design</b>	<b>3rd design</b>
Overall attractiveness	0	3	3
Matching brand identity	3	3	0
Imagery likeness	0	4	2
Matching typography	2	3	1
Wellreadable text	4	2	0
Modern design	1	2	3
Favourable colours selection	1	3	2
<b>Total points</b>	<b>11</b>	<b>20</b>	<b>12</b>

### 3.4 Final design

As already mentioned, the final design was created based on the analysis and reactions of the target group. Design number 2 was evaluated as the best option. To make the packaging even more attractive to customers, the design was changed based on previous recommendations and results from the focus group. The goal of this design was to complement the brand identity. The colours of the final design were used from the colour scheme from the analytical part. According to the focus group participants, the font looks like spreading butter, which accurately describes the product inside. The design was created to have a sophisticated and natural effect on the customer. The packaging should evoke pleasant feelings of delicacy and softness in the customer.

### 3.4.1 Redesigned parts

#### Front side:

The first change is the background colours, which have been fine-tuned to the aluminium colour to make the package appear more compact and lively. Since the colours were mainly praised on the third proposal, the author decided to use colours from the same colour scheme for the final design as well. One of the participants complained about not well readable symbols, because of the background, so the author made changes to the contrast and position of the leaves.



**Figure 15: Final design front side proposal**

(Source: author's own work)

#### Back side:

On the bottom side, only the colour of the image of the Slovak Republic and the font were changed to match the golden shade and font on the front side.



**Figure 16: Final design bottom side proposal**

(Source: author's own work)

### **3.5 Other packaging proposals**

Other proposals are also related to packaging as a marketing communication tool and innovative solutions to make the customer experience more pleasant.

#### **- Creating a design for the red orange lotion bar**

When adapting the new design, it will also be necessary to create a new design for cocoa butter with the aroma of red orange. From an information point of view, it will be necessary to add the ingredients used for the aroma to the back of the package. From the point of view of the front page, it will be necessary to rewrite the title "Without Aroma" to "Red Orange aroma". As for images and colours, it is possible to add an image of the fruit or change the

colour of the title, as the brand did with the original design. Another option is to change the background colour to a more orange hue, which would automatically indicate a different aroma on the shelves and in the e-shop.

#### **- Wrapping tissue paper**

The author of the thesis proposed a tissue paper in which the butter could be wrapped. The paper complements the final design and brand identity with brand's primary colours, minimalistic designs and natural theme. The advantage of this paper will be double product protection and added value in the form of a more exciting unboxing experience. Paper does not harm nature in any way, so no excess waste is created. The design of the paper is minimalistic. The brand name is printed on the paper in a monogram style. This paper can also be used across other collections, such as bath bombs and almond butters. Double protection in the form of this material is also used by the NATAVA brand and this component is highly appreciated among women interested in beauty and social media, so it can be assumed that it would be popular among a large part of Cyprianus customers as well. The price of paper when ordering more than 500 pieces, already with a printed custom design, is 0.05€ per piece.



**Figure 17: Wrapping tissue paper proposal**

(Source: author's own work)

### **- Embedding a QR code**

Until now, the packaging of cocoa butter had no added value, and therefore the author decided to add a QR code to the wrapping tissue paper. A QR code can perform various functions and it is up to the brand how it decides to use it. Among the most common and most awarded ways to use the QR code for customers are:

1. Tutorial and How-to Videos: A tutorial on how to use cocoa butter would be very rewarding for customers, as butter has versatile uses for both skin and hair. Although this option would be the most beneficial, the brand would need to invest funds in the production of such a video.
2. Loyalty Programs and Rewards: QR codes can link to loyalty programs or rewards, where customers can earn points or discounts for purchasing the product.
3. Social Media link: QR codes can also link to the company's social media profiles, allowing customers to connect with the brand and stay up to date on new products, promotions, and events.

### **- Promotion of the new packaging**

After designing the packaging, it is very important to create excitement among people using digital marketing and also in Cyprianus stores. In the field of digital marketing, the main focus should be on social media.

The author of the work recommends creating excitement around the improved packaging on the main Instagram page of Cyprianus. Post descriptions should mainly focus on introducing the product and its benefits and the reasons why the packaging has been improved. In this part, emphasis should be placed on sustainability, more compact size, and visual aspect.

Furthermore, the brand could send PR packages to influencers with whom it has been working for a long time; Rebeka Hlavatá and Dominka Stará. PR packages could only contain a range of butters and oils, so that the new packaging does not disappear with several other products. In case of using wrapping tissue paper or QR code, it would be interesting to see unboxing from influencers and on the main Instagram page.

Emphasis should also be placed on the introduction of the new design in their stores. As for the Cyprians own stores in Poprad and Prešov, the brand should have its own stand with a new design of cocoa butters, so that customers immediately notice them when they come inside to the store.

### 3.6 Costs calculation

Based on an interview with the owner of the company, the Cyprianus brand sells around 500 pieces of cocoa butter annually. When ordering material and stickers, the rule applies, the more stickers ordered, the bigger discount is applied. For this reason, the calculation will be calculated with an order of 1000 pieces for both stickers and an aluminium container, so that the calculation fits into the price of 1.2€ per piece.

**Table 3: Costs calculation**  
(Source: author's own work)

Costs calculation	Price
Container	0,9€
Labels	0,23€
Graphic design	0 €
Shipping	0,03€
Labour	0,04€
<b>Total per unit</b>	<b>1,2€</b>
<b>Total per 1000</b>	<b>1,200 €</b>
<b>Possible additional costs</b>	
Wrapping tissue paper	50 €
Graphic design	200 €
Video tutorial	300 €
<b>Total per unit</b>	<b>1,75€</b>
<b>Total per 1000</b>	<b>1,750 €</b>

The price of an aluminium container will depend on where the brand decides to order this material. There are several options, such as the Alibaba site, where a 53x37 millimetre can costs 30 cents each. Although it is one of the cheapest options, it is not very eco-friendly, as the containers would have to be ordered from China. For larger orders, a shipping and

handling fee would also apply. Because of this fact, the author decided to get the material from Europe, where such a container is more expensive, but the transport is less harmful to the environment and the postage is free.

The price of labels also varies a lot, but if a brand wants to preserve its values and personality, it should use the least harmful labels possible. The website [www.stickerit.co](http://www.stickerit.co) uses eco-friendly stickers that are compostable. This company is based in the UK and specializes exclusively in stickers and labels. The price of shipping to Slovakia by FedEx is 30€.

If the Cyprianus brand would like to use an already created design by the author, they would not have to pay any costs for a new design. However, if they are not satisfied with the design, it is possible to pay a graphic designer, where the price varies again, but the average price of a junior designer is approximately 200€.

Labour costs were added due to the need to stick labels on the aluminium container from the front and back. If only one person worked on gluing the stickers and he managed to stick two containers in a minute, then 120 containers should be stuck in an hour. In that case, he should be able to glue all 1000 containers in approximately 8 to 9 hours. Part-time workers also work in the company, whose salary is 6€ per hour, which comes to 48€ for the whole 8 hours. Of course, this is a more unrealistic situation, and the stickers will be stuck on the cans gradually according to the need and the number of orders. Therefore, the most likely option is that this work will fall into the hands of several people according to their free time and other relevant factors.

Another possible cost can be wrapping tissue paper, which can also be ordered from Alibaba or European companies, such as [barrypackaging.com](http://barrypackaging.com), in both cases customization and free shipping are available for orders over 100€.

And the last price calculation concerns the creation of a video tutorial, the QR code of which would be printed on the wrapping tissue paper or the back of the package. Creating such a tutorial also varies in price and it can be created for a few hundred to a few thousand euros. In the calculation, the estimated price was 300€.



In the case of the promotion of the new packaging, the costs may vary to a great extent, and therefore it is not possible to estimate the total amount. The costs will consist of a stand in physical stores, sending PR products to influencers and the amount that influencers will ask for publishing stories and posts on their page.

## **Conclusion**

In summary, the goal of the thesis was to design effective solutions for cocoa butter packaging. The work was divided into 3 parts. In the first part of the theoretical starting points, the topics necessary to carry out the analytical and proposal part were discussed. Chapters related to marketing strategy and the selected communication tool - packaging design. In this part, it was pointed out how important packaging design is in marketing and why brands should not neglect it. The theoretical part also consisted of consumer behavior, as this aspect greatly influences packaging design and its perception.

In the analytical part, the Cyprianus brand was presented more closely, and the product was introduced with the help of marketing mix. This was followed by an analysis of the packaging design based on all its necessary elements for evaluation. In the current state analysis, competition research was carried out in order to distinguish the new packaging proposals on store shelves and e-shops. Packaging design plays a crucial role in attracting customers and conveying the product's unique features and benefits. By incorporating distinct colours, shapes, and typography, packaging can create a memorable brand identity that sets the product apart from competitors.

The starting points from the theoretical foundations and the analysis results from the current state part were used for the contributions part. The most suitable material for the product's container and labels was selected at the beginning. In the proposal part, three different designs for the front page were created, which were further tested by the same focus group as in the analytical part. Only one design was designed for the back side. The bottom design was later adapted to the design of the front side. After testing and evaluating the answers in the focus group, the final packaging design was proposed. The author proposed suggestions on how to make the packaging experience more pleasant and exciting for customers. At the end of the contribution part, the costs related to the new packaging were calculated.

Overall, packaging for Cyprianus lotion bars was designed in a way that reflects the values and ethos of the brand. Author of the thesis aimed for eco-friendly materials, informative labelling, and distinctive design to create a positive first impression and attract the attention

of potential customers. As such, packaging design is an essential marketing tool in the natural cosmetics industry, as it not only promotes the product but also builds brand awareness and loyalty.

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