



MASTER CLASSES & WORKSHOPS

MASTER CLASS - The Six Secrets of Package Design

Reveals the main elements of design for packaging

1 Understanding the language of colors and shapes will allow you to choose when to trust (or offend), the rules and create real differentiation

2 How packaging is more effective when communication is simple, clear and consistent "It's just a few seconds"

3 Communicating with consumers in their language and creating a reason to buy!

4 Prioritization & deciding what is your 'key' message simplifying it through both visual and verbal communication

5 How a package is a 3D form it is for world but why it is important to communicate both the brand & point of purchase to buyers at every touch point

6 How to be seen on shelf: The use of original and surprising new approaches to packaging that create differentiation and presence (making interest to relevant users go off existing brand)

(Wed 16 to 16.00)

MASTER CLASS - Branding for Success

With the increasing buying consumers in developing countries all the buying is made up for lost time, they all live in the future, wanting a part of a global Europe. For consumers this means enjoying the benefits that Europe brings, more quality, best choice and a greater variety in products and services than ever before

For local brands, the European open market will allow multinational brands and retailers to offer new and exciting product and shopping experiences, but how can local brands continue to offer reassurance and comfort, how can they deliver greater added value and remain relevant to their consumer's shopping thought

This is the future challenge for brands in the new open market, it will not be enough to allow the multinational or local brands to continue as before. Retailers will continue to improve, offering multi-layered shopping experiences and their category management capabilities as well as delivering new and attractive products. Brands too will have to 'step up to the mark' by delivering relevant solutions and learning to understand how to operate and survive in this new environment.

In this special I will discuss how the open market works, how space is negotiated, and what is really should understand in order to be successful in the environment. This Master Class comes with many practical examples and case studies to facilitate the concept

(Mon 14 to 16.00)



Pkg Dvd Real To Real Video Understanding Management

Leslie W. Rue, Lloyd L. Byars



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