

# **PACKAGING AS A BRAND BUILDING TOOL USING INTELLIGENT PACKAGING TO BUILD BRANDS**

**By**

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A thesis presented to the Department of Management Sciences, Bahria University  
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of the MBA degree

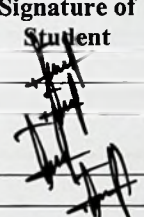


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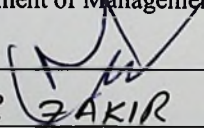
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**APPROVAL FOR EXAMINATION**

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of thesis using HEC prescribed software and found similarity index at 11% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the department of Management Sciences.

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## Abstract

This thesis follows an approach which is mostly overlooked by many marketing related people and companies. It is surprising how people are just realizing the importance of packaging as a brand building tool. As later shown through this thesis, packaging can be an extremely powerful tool especially in a country like ours, where people do not respond to deep meanings behind advertisements and prefer direct messages rather than abstract ones. Therefore, the aim of this thesis is to allow the reader to analyze how packaging helps in building brands. It highlights how companies in the FMCG fast moving consumer goods sector, use intelligent packaging to develop and build brands by establishing cohesion between their packaging and their brand definition and identity.

An interesting analogy is created between the topic and a local FMCG player, SKINCARE COMPANY, which is a cosmetics and toiletries company. It is a company that aspires to provide quality beauty solutions to its customers and has, since its inception given tough competition too international and local players in the industry. It was worth noticing when a company like SKINCARE believed in treating packaging as an important player for brand building. Based on this aim, the qualitative research strategy is applied in the thesis. The forthcoming study will focus on packaging, branding, communication, consumer behavior and visual theory and how different elements come into play to make packaging an ambassador for the product inside. It will also explore whether companies are realising the potential that packaging holds as a marketing and communication tool. The empirical data was collected through in depth interviews of all people in the industry that have close contact with packaging issues, such as, manufacturers and packaging suppliers. These industry experts helped us in getting a close insight into how they put in their thought processes and find a platform to design a successful packaging design.

The thesis successfully highlighted that packaging can be used as a brand building tool by companies in the FMCG sector and that forward companies are realising that investment into packaging is not just a cost; rather it's a smart way to broaden the horizons which make packaging an intelligent communication vehicle for the brand. The formula to achieve this is



to involve all stakeholders in the design process and to create a well rounded brand message that is translated into the packaging design. This in turn will help the consumer establish rapport with the brand and will lead to a stronger brand equity.

1.3. Theoretical framework.....	13
1.4. Aim of the study.....	14
1.5. Scope and Delimitations.....	15
1.6. Introduction to the Company.....	16
1.7. Paper outline.....	17
<b>Chapter 2. LITERATURE REVIEW.....</b>	<b>18</b>
2.1. Packaging Design: The Visual elements.....	19
2.1.1. Packaging Shape.....	19
2.1.2. Colors.....	20
2.1.3. Graphics.....	20
2.2. Role of packaging in the marketing mix.....	21
2.2.1. Product and the Package.....	21
2.2.2. Price and the Package.....	22
2.2.3. Promotion and Packaging.....	23
2.2.4. Place and Packaging.....	23
2.3. how packaging creates brand value.....	24
2.4. elements of good packaging.....	25
2.5. brand building.....	27
2.6. the brand building process.....	28
2.7. the brand identity process.....	28
2.8. consumer's buying thought process.....	29

## Table of Contents

<b>Chapter 1-INTRODUCTION.....</b>	<b>1</b>
<b>1.1: Problem formulation.....</b>	<b>2</b>
<b>1.2: Practical problem.....</b>	<b>3</b>
<b>1.3: Theoretical problem.....</b>	<b>3</b>
<b>1.4: Aim of the study.....</b>	<b>4</b>
<b>1.5: Focus and Delimitations.....</b>	<b>5</b>
<b>1.6: Introduction to the Company.....</b>	<b>6</b>
<b>1.7: Paper outline.....</b>	<b>6</b>
<b>Chapter 2- LITERATURE REVIEW.....</b>	<b>8</b>
<b>2.1: packaging design: the visual elements.....</b>	<b>8</b>
<b>2.1.1: Packaging Shape.....</b>	<b>9</b>
<b>2.1.2: Colors.....</b>	<b>9</b>
<b>2.1.3: Graphics.....</b>	<b>10</b>
<b>2.2: Role of packaging in the marketing mix.....</b>	<b>11</b>
<b>2.2.1: Product and the Package.....</b>	<b>11</b>
<b>2.2.2: Price and the Package.....</b>	<b>11</b>
<b>2.2.3: Promotion and Packaging.....</b>	<b>11</b>
<b>2.2.4: Place and Packaging.....</b>	<b>11</b>
<b>2.3: how packaging creates brand value.....</b>	<b>12</b>
<b>2.4: elements of good packaging.....</b>	<b>12</b>
<b>2.5: brand building.....</b>	<b>13</b>
<b>2.6: the brand building process.....</b>	<b>14</b>
<b>2.7: the brand identity prism.....</b>	<b>15</b>
<b>2.8: consumer's buying thought process.....</b>	<b>17</b>

<b>Chapter 3-RESEARCH METHODOLOGY.....</b>	<b>19</b>
<b>3.1: critical analysis of qualitative approach.....</b>	<b>19</b>
<b>3.2: sampling.....</b>	<b>20</b>
<b>3.3: set up.....</b>	<b>20</b>
<b>3.4 analysis of data collection.....</b>	<b>21</b>
<b>3.5 data analysis guide.....</b>	<b>22</b>
<b>3.6 analyses of consumer quantitative data.....</b>	<b>22</b>
<b>Chapter 4- FINDING AND ANALYSIS OF DATA.....</b>	<b>24</b>
<b>4.1 Parties influencing packaging design.....</b>	<b>28</b>
<b>4.2 Findings of the consumer's perspective.....</b>	<b>30</b>
<b>4.2.1 Packaging design ratio.....</b>	<b>32</b>
<b>4.2.2 Soap package design and attributes.....</b>	<b>32</b>
<b>4.2.3 Soap package design preference.....</b>	<b>34</b>
<b>Chapter 5- THESIS RESULTS.....</b>	<b>35</b>
<b>Chapter 6-RECOMMENDATIONS.....</b>	<b>37</b>
<b>Chapter 7-CONCLUSIONS.....</b>	<b>39</b>
<b>7.1: limitations of research.....</b>	<b>40</b>
<b>APPENDICES.....</b>	<b>41</b>
<b>REFERENCES.....</b>	<b>48</b>