

# ARE YOUR BRANDS ON TREND for 2020 and beyond?



**OUR TOP DESIGN TRENDS**  
that impact private brands

**Daymon**

# FROM IMITATION TO INNOVATION

## HOW DESIGN CAN HELP YOU STAND OUT

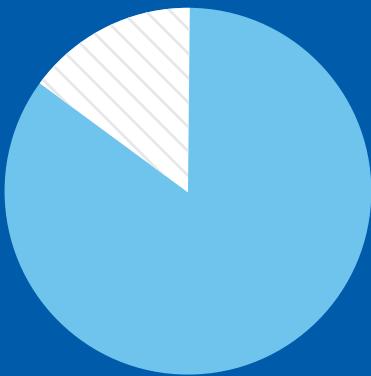
In Today's Quickly Evolving Retail Environment,  
Private Brand Innovation Is Vital to Success and Growth

98%

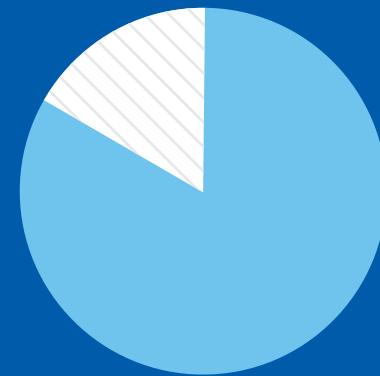
of national brand assortment  
is the same across retailers;  
very little, if any, product  
differentiation.

## THE GOOD NEWS IS!

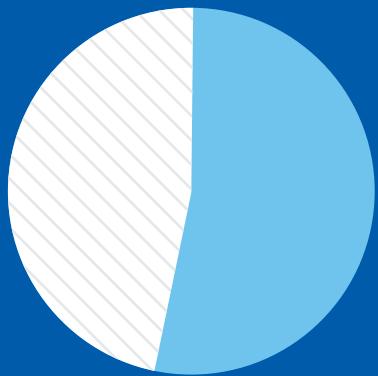
Shoppers Are Giving Retailers Permission to  
Innovate in Private Brands



**85%**  
trust Private Brands  
as much as the  
National Brand



**81%**  
buy Private Brands on  
every or almost every  
shopping trip



**53%**  
say they shop at a  
store specifically for  
its Private Brand

# HOW DOES PACKAGE DESIGN PLAY A BIG ROLE IN THIS



Keeping your brands on trend visually will give them greater standout on shelf, make them easier to shop and help to elevate the quality perception of the products.

These are our top  
**DESIGN TRENDS**  
that impact private brands

**01**

**SIMPLICITY**

**02**

**COLOR  
IMPACT**

**03**

**ICONIC  
IMAGERY**

**04**

**PERSONALITY**

**05**

**EXPRESSIVE  
TYPOGRAPHY**

# 01. SIMPLICITY

Simplicity is powerful as it conveys a targeted message to consumers. The **reduction of visual noise** feels refreshing as design is pared down to the essential elements and more focus is given to the elements that are left. From communication to color to branding, they all have a **heightened importance**.



## HIERARCHY: PRODUCT vs BRAND

The reduction of elements brings more importance to the packaging hierarchy. This shift offers the ability to bring the brandmark forward to drive loyalty, or to focus on the product to build appetite appeal at shelf.

## SIMPLIFIED PRESENTATION

Streamlined designs stand out as they bring a cleaner presentation to the shelf while still being effective in communicating differences to the consumer.

## 02. COLOR IMPACT

Being noticed at shelf is where the battle starts. Grabbing consumers' attention from across the aisle and **drawing them closer is the first win.** Color is a great way to stand out and be noticed.

### BRAND RECOGNITION

As a brand asset, color creates consistency across categories and improves consumer recognition throughout the store.



### PRODUCT DIFFERENTIATION

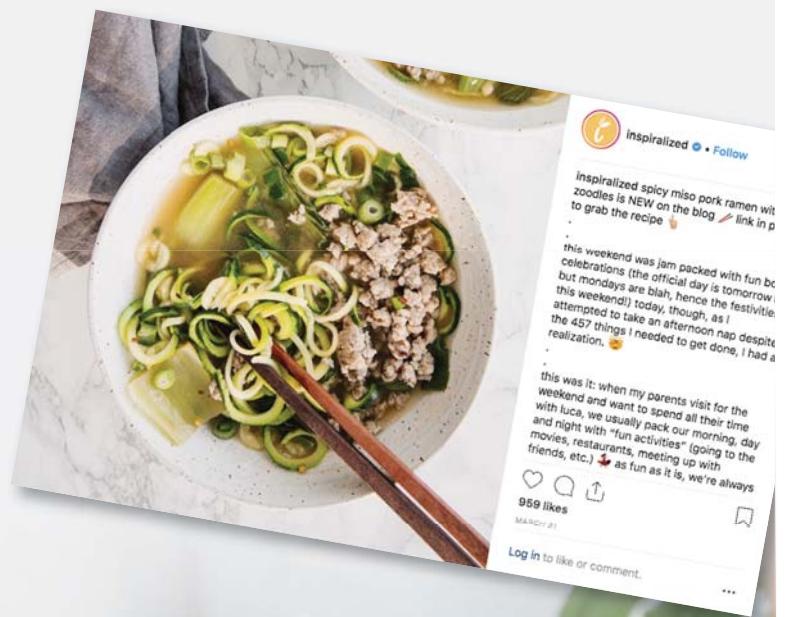
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# 03. ICONIC IMAGERY

In the world of social media we are all foodies. We capture every spectacular thing we eat and share it with the world. Within retail, packaging has the ability to make the same **connection with consumers** that social media does with followers.

## SOCIAL-WORTHY APPETITE APPEAL

Imagery styles that feel real and less stylized will help connect a brand to today's consumers, creating packages that are recognizable and have a clear point of difference at shelf.



# 04. PERSONALITY

Show your true colors! From vintage to whimsical to inventive, design is used to **visualize the personality** of the company or brand.

**GONE ARE THE DAYS OF  
COPYCAT  
PACKAGING**

Expressing the unique personality of the brand is a great way to stand apart from conventional “me too” packaging. The design carves out its own space on shelf and can make brands more approachable.

# 05. EXPRESSIVE TYPE

If you're looking to send a clear and loud message about your product, then big words might be what you're looking for. Typography is a great way to **get creative with the message** you're bringing forth.

# OUR MESSAGE IS CLEAR

Big impactful typography is one way to make the shopping experience extremely easy for consumers. When enhanced by the use of color, you have a winning combination. No need to break out the reading glasses and hunt for small product descriptors!



# SO WHAT TRENDS ARE RIGHT FOR MY BRAND?

Since no two brands are created equal, the trends should be used to complement the brand strategy.

Here are some key steps that should be used to define the right approach.

1

**Analyze your market.**

What are competitive brands doing & where are the white spaces that you can own.

2

**Consider the entire portfolio.**

Aligning trends with brands in your portfolio to avoid any brand blurring.

3

**Align with your brand strategy.**

Trends should support your brand strategy not define it.