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from the publishers of **Packaging World**

Shelf Impact!™

Strategies for successful package design and marketing



Jim George, Editor

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The Leading Product Development Event for the Personal Care and Cosmetics

Encouraging consumer participation

By Jim George, Editor

For more than 70 years, the Campbell Soup Co. has cultivated seeds that American farmers use to grow tomatoes for its soup. This year, Campbell's has modified the iconic label on its tomato soup cans to announce to consumers a special program



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and remind them of the source and quality of the ingredients in its condensed soups. Working with [Anthem Worldwide](#), a Schawk Strategic Design Company, Campbell's produced 7.5 million special-edition labels as part of its "Help Grow Your Soup" campaign. By going to www.HelpGrowYourSoup.com and entering the code on any can of condensed soup they purchase, consumers received a free pack of Campbell's proprietary tomato seeds. With each request for seeds, Campbell's also donated 100 seeds to plant gardens in urban communities and schools across the nation—all in collaboration with the National FFA Organization, a Campbell's-sponsored group that develops students into future leaders through agricultural education. Campbell's donated 22.5

In This Issue



Consumers believe wine is best in glass

A newly released survey from the University of Oklahoma finds that more than 98% of consumers prefer to drink wine served out of glass bottles.



October workshop to update design trends and strategies

Want fresh information on how package

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Packaging design new-business survival guide

Tips,



tactics and techniques for package design agencies now filling new-business pipelines in a down economy. New white paper written specifically for the package design and branding agency details latest techniques of online lead-generation campaigns for targeting and acquiring new business.

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million seeds.

"We work with numerous local farmers, as well as organizations that support American agriculture, and we want to learn what those relationships mean for the quality of our soups," explains Darralyn Rieth, Campbell's Director of Global Design.

The main challenge, says Andrew Vollo, Anthem's Director of Client Services (New Jersey), was for the labels to look distinctive on shelf but also to visually resemble Campbell's classic soup labels. A key addition on the promotional labels is the photo of a plump, juicy tomato. The image appears above the familiar fonts Campbell's uses in "Tomato" and "Soup."

Next to the product variety appears a small image of a tomato growing on a vine, accompanied by the words "Free Seeds. See back for details."

Campbell's gives these special elements visual pop, Rieth says, by using a whiter paper stock with a glossier finish. A six-color stochastic process using UV inks and coatings enhances fine image details such as water droplets on the tomato. The paper labels are supplied and printed by [Hammer Packaging](#).

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Survey: Consumers believe wine is best in glass



A newly released survey from the University of Oklahoma finds that more than 98% of consumers prefer to drink wine served out of glass bottles. The number reaches nearly 100% for wine drinkers ages 21 to 35 according to the [survey results](#).

Newton Marketing Research conducted the telephone survey April 14, 2009 in conjunction with the University of Oklahoma.

Wine drinkers of all ages and regions of the U.S. believe glass bottles are the healthiest way to package wine (98.1%) and keep the taste of wine pure (79.8%) for consumers, according to the study. Consumers believe glass is the most appealing packaging material for wine in appearance (97.8%), does the best job of keeping the product fresh (94.1%) and keeping the original flavor of the product (95.3%). They also believe glass is the best material for packaging organic wine (95.4%).

Nearly 75% of American wine drinkers expressing an opinion (72.3%) believe glass is the best packaging material for recycling, compared with bag-in-box containers (4.8%). However, some wines also are beginning to appear on store shelves in PET bottles, which are recyclable.

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designs are getting results on shelf by adapting to today's economic realities?



[Package Gallery](#)

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October workshop to update design trends and strategies



Want fresh information on how package designs are getting results on shelf by adapting to today's economic realities? *Shelf Impact!'s* Package Design Workshop Oct. 21 in Cincinnati will give you the top-line information you need to increase sales for your packaged products in a fast-paced and interactive day.

Previous attendees, including brand managers, design and art directors, and materials suppliers, have given this year's workshops high marks for relevant, useful content. The workshops open with a discussion of current economic conditions and their effect on the shopping motivations of the consumer of 2009, giving way to five drill-down segments on consumer buying habits and an exploration of how brand owners can respond effectively, using packaging as a cornerstone of a contemporary marketing strategy. The discussion includes plenty of real-life packaging examples across categories.

The workshops also feature two interactive sessions in which attendees break into small discussion groups and tackle hands-on packaging challenges.

Shelf Impact! Editor-in-Chief Jim George and Associate Publisher Jim Chrzan lead the workshops. They invite audience participation throughout the day to make the workshop an interactive learning experience. The midday lunch will feature a guest speaker.

Workshop price is \$425.

To view the complete program agenda and to register, visit www.shelfimpact.com/pdw.

Package Gallery

A closer look at the newest trends in today's packaging.

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Ansell focuses design on product performance

Ansell Healthcare Products, Red Bank, NJ, is aiming to move beyond the generally understated design in condom packaging by intensifying the design impact of the carton for the new X2 subbrand in its Lifestyles brand family.

LifestylesX2 advances the category with its Excite™ gel/lubrication inside and outside each latex condom, and Ansell is focusing the package graphics on product performance.

Ansell worked with [CBX](#) to design eye-catching, black-color cartons with

graphics in red, yellow, and white swirls to project dynamism and also give the brand a high-definition, performance-driven look. The design builds a high-octane brand identity to capture the attention of young men eager for both satisfaction and safety.

Silver foil on each 12-pack carton conveys the premium nature of both the product and the brand.

"This condom delivers double the pleasure of heightened sensitivity and sensation," says Carol Carrozza, Ansell spokeswoman. "Its purpose is to make sex a lot more intense and exciting. The name, X2, and the packaging work together to project this message to the consumer."

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Sleeves decorate cleaner-product packaging

Leather CPR, Los Angeles, maker of premium cleaners and conditioners, granite cleaners and polishes, and carpet spot and stain removers, got the shelf impact it wanted with a full-body shrink label for its Leather CPR line.

The 360-degree label, from [Ameri-Seal Inc.](#), allows ample space for product usage information and graphics. Ameri-Seal prints and applies the sleeve to empty bottles at its contract sleeving division in Chatsworth, CA.

The PET bottles are from [Captive Plastics](#), a subsidiary of Berry Plastics Corp., with "Simply Squeeze" polypropylene caps from [Seaquist](#).

"We like these full-body sleeve labels because they deliver high shelf impact and allow us to provide more extensive product information for our customers," notes D. Darren Zuzow, Leather CPR's CEO. "We believe the 360-degree billboard approach was a good way to go."



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A 1-liter PET bottle for wine



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Already a leader in bringing good wines to PET containers, Boisset Family Estates has struck again with Fog Mountain Merlot in a 1-liter PET bottle made of oxygen-scavenging material.

Boisset Family Estates of Burgundy, France, has recently begun U.S. distribution of Fog Mountain Merlot in a bottle from [Constar](#).

Boisset's decision to introduce Fog Mountain Merlot in a 1-liter bottle rather than a 750-mL PET bottle is based on consumer feedback. Because PET is significantly thinner than glass, 750-mL plastic bottles are smaller than their glass counterparts, creating the perception of containing less wine. So Boisset made its big idea even bigger, moving from the traditional 750-mL size to the

larger bottle.

A 1-liter Fog Mountain Merlot PET bottle contains 33% more wine than a standard 750-mL glass bottle, even though the two bottles are similar in size. The added volume equals more servings—about seven in all—and greater value, as the bottle retails for about \$12. The lightweight plastic bottle is finished with a convenient screw closure.

Fog Mountain Merlot is available nationwide at JW Marriott hotels and at Total Wine & More stores, with additional restaurant, retail, and hotel partners expected soon.

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