Creativity in Packaging Design as a Competitive promotional Tool

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Abstract: In line with the vast technology, and challenging competition among organizations in the field of industry, recently the food companies recognized the importance of innovative Packaging design as a vital solution and a competitive element among competitors, as it should be unique, adding value to consumers, and well reflects the brand's identity. In that context, the study of factors affecting consumer attraction and intentions and behaviors will be very beneficial for food companies that tend to produce creative packaging to enhance their brand's positioning by attracting consumers' attention towards their products and influence the final purchase intentions. Hence, analyzing the creative food packages will help companies to maintain the integration between innovation and creativity as parallel with the design appealing and functionality, through implementing new technologies to support consumers' experience and enhancing the ease of use, and the concepts of social responsibility towards the environment. In this Regard, packages are developing all the time by using creative ideas, different printing materials, technologies, and smart solutions that are integrated with communication through digital media for a better experience in communicating with the target audience and to match their changing needs and lifestyles. The study through its analytical descriptive approach of food packaging samples aimed to identify, elaborate, analyze, and discuss factors that lead to a unique food packaging to have a great influence on consumer experience and preferences toward products, and to highlights the recent trends in creative packaging of the food industry, to specify the most significant elements in the food packaging nowadays. The study results concluded that adopting creative and innovative design ideas and utilizing different technologies could help the package promotion in unique impressive experience to enhance the consumers' purchasing decision, and researchers stressed the recommendations regarding applying "eco-friendly and sustainable packages" to achieve mutual benefits for both consumers and the environment. Additionally, Food companies should be careful about the package functionality especially with the vast spreading of e-commerce and the long shipping period, and in times of crisis and pandemics like Covid-19, as packaging material should be protected during shipping till delivery to consumers.

Keywords: Consumer Behavior, Creativity and Innovation, Package Design, Promotion, Smart Package.

1 Introduction

Recently Innovation and creativity allowed packages to play a dynamic role in food preservation, containment, protection, and marketing [1]. Many terms are used to describe innovative packaging technologies such as interactive, active, smart, intelligent, and other user-friendly functions that help package retaining the safety and quality of food. Package design also helps in brand marketing, promotion, and recognition, especially during

high competition. stunning and attractive packaging could draw consumer's attention and influence the consumer's final purchase decision., it also gives an impression about the quality and advantages of a product among competitors, and work as a motivator for impulsive buying among potential buyers at the sale's point. According to the literature review, the researchers conclude that consumers' experience with the creative package design passes through three main stages. The starting point is the (sensation stage) which is achieved through the design

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appealing elements, then passes to the (attraction stage) of unique and innovative packing trends. Furthermore, the consumers' experience is affected by the package (functionality), which creates a benefit, through many techniques like; ease of use, comfortable handling, ease of holding, protection, safety, and the ability to be reused. All these functions of packaging are served by the varied design elements. Many researchers emphasize the importance of packaging design in the branding process because it reflects the identity of any company, and define package as a product physical appearance, which contains many design appealing elements such as; design, shape, material, color, and label, to target the perception of the consumer [2]. [3,4] emphasizes that packages should be attractive, recognizable, and differentiate between products. According to [5] Package design is considered to be a vital element of brands sales in the trade market, therefore, it should have both advertising and informative roles. [6] also asserted its attractive role to convey the information to customers about the product attributes. Moreover, [7] coined packaging as a silent salesman in stores and the only communication between a product and the final consumer at the point of sales.

With the increased use of mobility and social media, an Interactive design concept may be used to attract and communicate with consumers. The interactive innovative package can not only be more targeted but also more personalized and integrated [8]. Another perspective interactive design determines the structure and behavior of interactive systems, to create relationships between people, products, and services they use [9]. Therefore, the interactive experience extends from enjoyable package design shape and ease of use to the preserving function of the packaging and communication through digital media such as the use of QR codes or AR technologies.

Package functionality also achieves consumers' demands like prepare and stores food at home. The developing food industry develops methods that can easily monitor and preserve the freshness and safety of the food throughout its shelf-life. Additionally, [10] refers to it as an attractive tool for consumer's attention and their perception of the quality of products. In contrast [11] said that consumers' behavior will be less influenced by visual stimuli if they are more involving in a product category, alternatively, they need more information and time to evaluate the products. Therefore, consumers who are concerned with nutrition will pay more attention to detailed information on the food products packaging. Thus, [12] determined three roles that packages should have; to attract consumers, holding their attention, and persuade them to buy the product; it also could influence the costumer's choices and their decisions, in addition, the well-designed packaging could be a competitive advantage. In that context [13] asserted that the average of a British shopping basket is very low compared with the number of items in markets, which reflects the consumers' selectivity, as they check each product among various products, and select what they need while ignoring

the rest. Therefore, organizations should ensure that packaging design supports the brand positioning, and reflects the brand's identity, its values, product functionality, and enhance its benefits among other competitors. They should focus their strategy on innovation in the packaging to survive and succeed in the targeted market.

2 Literature Overview

2.1 Design Appealing and Consumer Experience

Despite the negative impact of globalization and the need for speed in production worldwide, which led to a similarity in packaging. Package design maintains its vital role in brand recognition and identification and giving information about it, 52% of US food shoppers emphasize that creative packaging designs attract them, and 44% of Chinese consumers express their interest in personalization the packaging for soft drinks. As we mention above, packages play a vital role in products marketing, as [14] showed that Product package design is considered an important marketing variable, and it adds value to products, therefore, the design elements are very beneficial for the appearance of the package. In addition, [15] emphasizes that consumer preferences and their buying behavior should be taken into consideration when designing any package, he shows that design could communicate emotionally with the customer, and affects their decisions, as emotions make packaging very influential. According to [16] If the customer has direct experience with the package by handling, they are more potential to make an inference from the perceived quality of the package to the food product. Therefore, [17] identifies a two-step decision process; the customer should decide to handle the product package, which reflects the importance of design as a first step in the initial decision for product examination, then after a direct examination, the second step began through functionality to continues encourage the purchase intention. Moreover, the package design should be intriguing enough, to motivate them to pick the package from the shelf among the other products, and that could lead to the increase of their purchase intention, especially with new products. [18] showed that design comes first before the content, therefore, packages on the supermarket shelves allow consumers to evaluate the quality without actually seeing the product. While [19] found that buying intention could be affected by other factors like perceived quality and price. [20] also examined the consumer perception towards the milk package, and the results showed the importance of packaging design and its elements in consumer buying behavior, for instance, text, graphics, and colors are very beneficial in motivating the decision-making and consumer's attention. [21,22] also emphasizes that all the elements in packages, like color, shape, size, materials, and logo, should integrate to reinforce product's positioning and marketing strategy, [23] also determined six variables that producers and designers should consider when designing any package: style, size,

color, graphics, material, and flavor. In the following section, we will mention the most important elements in the packaging industry, which archive appealing and attraction. Every consumer wants to feel in product package Sense of individuality and his sense of self, people are often drawn to package design for emotional rather than rational reasons, such as price or ingredients [5]. So great package design should target the intended audience by using graphic design elements to create a feeling of belonging and consumer individuality. The purpose of graphic design on the packaging is to determine the psychological effect of visuals on consumers, by applying design elements and principles in terms of images, color, typography, contrast, repetition, and hierarchy to create packaging that so appealing, and to show the benefits of the product, [24] well-designed packaging can facilitate the functionality of a product and increase brand loyalty. Brands build experience out of all elements, but it needs to be designed in a certain way that ensures that it stays true to the brand's personality [25].

2.2 Design Appealing Elements

According to [26] package design is very important, for example, coffee consumers build their expectations of coffee taste acidity and sweetness by the package labels design, color, and typefaces, varying solely on the roundness or angularity edges. [27] also, emphasize that texture appealing element is consistent with the idea of packaging finishes texture affect consumer favorable impressions and evaluations of the product inside like perceiving a matte package in coffee brand to be a sincere brand, but a glossy package in same brand products was perceived to be a competent brand. Moreover, "Transparent Design" can be an attractive food packaging, as it allows consumers to see the real product and feel its freshness while reading its label [28].

a. Colors

According to [10] product's packaging color is the most significant element, followed by the images, [29] found that packaging color could have a potential impact, especially if it is unique for a certain brand. [30] shows that attraction is the most powerful color function, because it catches the consumers' attention during the purchase, and reflects how the experience will be. In this context, [31] emphasizes the importance of credibility, as a package should tell the truth and not overpromise the value of its content. For example, in the food industry, the color of the juice package should show the color of the real juice inside. Some research elaborates the semantics of colors in the packaging industry, [32] discussed the package color as a sign that conveys and evokes a certain promotional message to consumers through positive or negative emotions. For instance, the blue color is soothing, orange refers to low cost, red for stimulation and excitement, purple reflects stateliness, while yellow refers to

cheerfulness and joy, and black reflects strength. On the other hand, some studies like [33] emphasize that color semantics are affected by social and cultural settings, as well as by trends, therefore, colors in culture can have a different meaning from other cultures. Moreover, in promotion, colors are used to distinguish between gender segments, for example, pink color refers to female products and blue colors for males. Moreover, [34] reported that there is a relation between package color and shape and the receptacle and flavor attributes. The study tested four types of coffee package design (pink/round and green/angular) and (pink/angular and green/round), findings showed that participants expected the coffee in the pink label to taste sweeter than the green-labeled coffee, whereas the coffee in the green label was expected to be more acidic than the pink labeled coffee.

b. Graphics

Graphic colors, lines, signs, and symbols are considered attractive elements on packages, holograms can also attract consumers and stimulate them to touch the package, thus inspire them to try the product [14]. [35] also asserted that the product's package that contains images attracts consumer's attention, especially in the case of less familiar brands and the products that provide experiential benefits. Regarding the image type on packages, there were many ways for its presentation, as it could Shows: the product, its benefits, usability, Emotional Appeal, impact after utilization, brand personality, brand name, and could use the famous people images as Presenter [36,37].

c. Typography

According to [38] Font size is very important in packages because it attracts customer attention and can confuse or misleads buyers with information, it also leads to visual hierarchy with a dominant visual or typographic treatment, as the entry point will draw you into the composition. Additionally, the style and color of the fonts will play the main role in the feeling package may convey, usually, the color will be determined by the typeface or fonts contrast with its background, but also by the leading, word spacing, and margins [39].

2.3 Functionality

According to [21], there are three types of packages: (primary, secondary, and distribution), [21,22] stress that all components in packaging should integrate to enhance the product's position and its marketing strategy. packages have four roles; promotional, legal, functional, and sustainable. Many researchers such as [6] mentioned that package functionality should be easy to contain, utilized, and protected. As the functional role is related to the following: product protection against external threats, preserve its quality when displayed on shelves, extend the product lifetime, being easy for consumers, and protect the product during transportation & storage. [2]

emphasizes that package functions related to Physical protection from external factors like compression, temperature, etc., Barrier protection from external harm like insects, dust, water, etc., ease of handling or transporting via containment the small objects together in one package. In addition, it has an informative role in clarifying the product's use, transport, recycle or disposal. Besides the previous functions, also found that closed packages protect products from theft, and keep it easy for using, handling, opening and closing, and reusing, besides its role as a marketing tool). Some researchers like [40] refer to protection as the primary function of packaging, because of its importance against any potential damages that could affect the products during the transporting, storing, selling, and exploiting. Protection also preserve packages and the product itself from anything that may affect its quality like; dust, moisture, water, light, temperature, or any other environmental factors. Recently, [41] stressed the importance of using "porous packaging materials" are now preferable in food packaging, as it can reduce the possibility of spreading viruses.

In line with the package functionality, it is very important to mention that product type affects the packaging materials, therefore, if the product is liquid, solid, or fragile, we should select the befitting packing material for it. From flexible plastic, cartoons, glass, rigid plastic, recyclable materials, or any other material. [42] determined three factors affecting the consumer choice of the package as following; the first factor is the consumer's evaluation of new package usability from both "ease of use" and "ease of handling", the experience type with the package was the second variable, then the third factor is the consumers' expectations of product quality. [43] added some approaches to the package functionality related to protection, utility, and communication.

Furthermore, there is a new trend recently in the packaging industry, related to its functionality, which is called" Eco-friendly packaging", as many brands doing their best to use "ecological or recycled materials" in their packaging, which reflects responsibility towards the environment. Recently Packaging designers have become aware of their responsibility towards society, through creative, informative, and sustainable packages that using recycled, environmentally friendly, and non-disposable materials [44]. For example, some brands such as Colgate decided to adopt green technologies and fulfill the customer needs at the same time by offering a lower price, it stops using paper box packaging to low the cost for consumers who pay around 20% for packaging [43]. Another example is "Finchtail" which made a sustainable package design that engages the user to benefit from the package' carton board with its tear strips, to use its parts to design a tablet / mobile stand fully recyclable with low cost [45]. Moreover, [46] emphasizes that "Sustainable packaging" still being the favorite trend in food packaging,

as it supports the circular economy that eliminates waste through the cycle "make, use, return, recycle, reuse", instead of the linear economy which is based on the cycle "take, make, use, dispose", which leads to the waste creation.

Fig.1: Eco-friendly packaging.

2.4 Innovation and Creativity

Innovation and creativity are related to each other, they are the two faces of the same coin. According to [47] creativity's role is to conceive new and non-existing ideas, while innovation is the implementation of these new ideas. The innovation might use in its first form as an invention, or to modify and improve it to another form. Thus, with the growing competition, it became necessary to adopt new changes in product packaging design and marketing, to achieve recognition and face the competitors.

[48] asserts that companies based on innovation will be able to face environmental challenges faster and better than non-innovative ones. Hence, new innovative packaging solutions appear and are called "hybrid packages" that combined both printed graphics and electronic elements, to work together on the package [49]. There are many forms of innovative packaging, such as unique shape and die-cuts, 3d printing, sensory packages, smart packages… etc.

2.4.1 Innovation in Packaging Characteristics (Shape & Die cuts – material – 3d printing)

According to [50] many companies need support to understand their need for innovation in their packages and this requires many institutions collaborations like research institutions and industries. Recently, researchers emphasize the importance of creative shape, die-cuts, and materials in designing promotional materials and packaging. [51] mention that a creative new packaging shape could be a good way to identify and classify the products. And according to [52] the packaging shape attract attention by (47%), facilitate the product identifying in markets by (47%), and ease of handling by (48%), in addition to a package size that matches the need or the required amount by (48%), easy to catch by (50%) and to motivate consumers to take it. Thus, a new trend of packaging is used with a creative die-cut structural design, to attract consumers, fulfil their needs, suit their lifestyle, and enhance their joy for them. For example, a

new economic trend depends on the package that offers a single-dose, covered by a polymeric material [53]. In the food industry, many companies used that packaging system to facilitate the consumer experience, through resealable packaging that allows the user to preserve the unused food, like small pouches, and zippered bags. [54] described that people prefer some geometric shape in packaging, such as rounded designs, and it was more appealing, pleasing, and less annoying. Moreover, a New packaging material like fiber Form, could be innovative; because it is strong, light, renewable, and recyclable material, it is a kind of smarter packaging which could be shaped in 3D forms, and create unique shapes and cuts, especially when it has a customizable design with a Natural look and feel [55]. Another innovative trend in packaging enables consumers to fully eat the package after finishing the inside food, it is sustainable for single-use, and applying 3D printing to create packages from sugar, mushroom parts, and a gelatinous substance derived from seaweed [56].

Fig.2: Sustainable package with 3D printing

As "KFC" applied this technique, by launching an editable coffee-cup package in the UK in 2015's, the cup depends on a wafer covered with sugar paper and heat-resistant white chocolate. Additionally, the innovative packaging that disappears after eating them, is a kind of sustainable package, like "MonoSol, LLC creates" created water-soluble bags, which depends on food ingredients, and the bag will disappear and leave the inside food when it cooked [57].

On the other hand [58] draw attention to the limitations that could limit the development in packaging shape, because of the high production cost, which needs certain materials, machines, and labor hands. Besides the time restrictions, because that kind of packaging needs too much time to be made with a specific shape. In this regard, [59] emphasizes that consumers' perceptions have a role in reducing food waste by using packaging innovations. This may encourage them to purchase and to pay high prices for these technologies.

2.4.2 Senses Experience as an Innovative Tool in the Packaging Industry

The written printed information in a product package is not the only way to send messages to consumers, many other forms of messages can be delivered through sight, sounds, texture, or smells, or any other perceptions.

Recently, competitors focus on the Sensory experience that consumers can get from products through many forms; like hearing, touching, and seeing, which influence consumer perception [60]. Researchers suggested that consumer's direct experience with a product based on many senses would help them to judge the product quality [61].

a. Sight

Recent marketing research highlights "sight sense" as the most vital sense, which could lead to purchase, and more than 80% of brand communication was based on it [62].

b. Smell

According to [62], 75% of all emotions generated each day are due to smell. Nowadays, the scent used in packaging, such as "Belmont" which designed the sports shoe packaging with a scent of freshly cut grass, in an attempt to create memorable brand experiences, and to encourage consumers to buy the product and use it in running outdoors [63].

c.Touch

Considering design appealing elements like texture [27] findings are consistent with the idea of packaging finishes texture affect consumer favorable impressions and evaluations of the product inside like perceiving a matte package in coffee brand to be a sincere brand, but a glossy package in same brand products was perceived to be a competent brand. Some researchers like [64], emphasizes that packaging with strange quality could attract shoppers curiosity and lead them to take the package from shelves, therefore, the materials texture, color, temperature, weight, and style could enhance the touching experience, which leads to the strong influence that improves customer loyalty. In line with that concept, "Naoto Fukasawa" designed the "Juice-Peel" or "Fruit skin" packaging technique and launch them in the "Haptic exhibition" which was in Tokyo during 2004. The juice boxes as shown below was very innovative, as the design concept was based on consumers' experience through touching sense, as a stimulus to reflect the real fruit nature, and then attract people to touch package, finely the concept produced but only in banana juice under the name "Takara" [65].
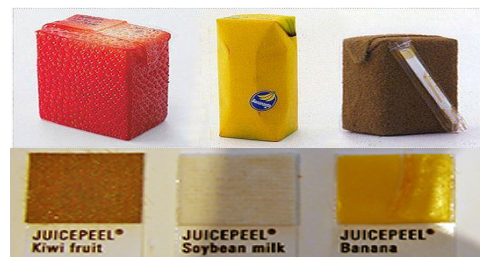

Fig.3: Texture in packages.

d. Hearing

[66] found that hearing experience could influence emotions, moods, and psychological state. Many cases emphasize that, as in 2016, "ticketing app Today Tix" launched a specially-designed theatre foods packaging including popcorn, The strategy aims to bring "silent snacking" innovations, instead of the package which has a loud voice while using [67].

2.4.3 Smart Package

Smart packaging technologies have some concerns that should be analyzed in-depth to extend in the food industry like the complexity of these technologies, production costs, as well as the consumers' acceptance [68]. According to [69] stimuli-responsive dyes were implemented in printing, packaging, security (brand protection, traceability..etc. Moreover, [70] found that Smart inks can respond to the source of stimulation like Gamma, UV, or Infrared Radiation, Temperature, Steam, Ethylene Oxide, etc. In this regard, smart packaging can communicate with its environment or with the consumer, through electronic, chemical, mechanical, electrical, or online technologies. to meet growing consumer demands to innovation in packaging functions like active packaging and intelligent packaging [71].

a. Using AR technology and smart packaging

The term "Augmented reality with its abbreviation (AR), was coined by [72], as the superimposing environment, which was merged with augmented computer-generated images which lead to mixed reality. Moreover, "AR" reflects the augmentation of a virtual object over the real world, therefore, this technology enhances the user's existing environment by superimposing an image or animation over the user's view of the real world [73]. "AR" is used to add the virtual object into a real object of user perception, it also helps the real environment surround us, to interact in the virtual form [74]. Augmented reality can also help in stimulating the purchase decision, by showing how the product will look, how it works, and how it can improve their lives [75].

In marketing, the "AR" technology allows customers to use their smartphones to access special features of a product or its packaging like the funny game or to reduce packaging by communicating necessary details and recipes of the product, cooking video, the structure of using and more information. It also creates connections and makes it easy to upload photos and videos to social media like Facebook and Twitter to connect the consumer with the brand. For example, "McDonald's" was the first brand to use this technology, through launching their "AR" game during the "World Cup 2014" on their French-fries packaging, they could create a soccer game that used an image on their containers as the goal [76]. "Heinz Tomato Ketchup"

also used "AR" to allow consumers to reach the recipe booklet when he places the camera over the product, download the recipe in a "PDF" format, or the user can click through to video recipes on the product's Facebook page [77]. Thus, Package designers take advantage of augmented reality to engage customers in an attractive and interactive experience, and to catch their attention at the point of sale. In addition, Interactive point-of-sale displays the product's actual environment use the augmented reality to delight customers and stimulate their imagination. On the other hand, some studies show that around 40% of consumers are rarely or never affected by technology in food packaging. Therefore, it seems that products will not depend heavily on "AR" in packages; but it can be used for the short term or in promotional purposes during campaigns, because, this technology provides interactivity between companies and their consumers [76].

b. Smart, Intelligent, and Active packaging

According to [78], the intelligent package provides interaction with consumers, and [71] founds that intelligent packaging can communicate the conditions of the packaged product but does not interact with the product offer information to the customer about the current situation of the product, so its main goal is communication. Recently, many terms describe the innovative package, such as intelligent, smart, and active packaging. Several authors, including [58,70,80] refer to smart packaging as the package that provides enhanced functionality possesses both intelligent and active packaging, the intelligent function allows monitoring and tracking of changes in a product or the environment, while the active function allows acting according to these changes. [79] defined Smart, intelligent packaging as a technique that contains an external or internal signal that monitors the product history and gives information about its quality. [80] also coined that term as a packaging system that performs intelligent functions, such as sensing, detecting, tracking, recording, and communicating, to facilitate decision-making through information about a packed product, extend shelf lifetime, offer better quality, increase safety, offer information, and highlight the potential problems, moreover Smart packages able to monitor temperature, humidity and mishandling, tamper evidence Quality, safety & time indicators, Radio Frequency chips, hidden printing elements, and 3d images, logos. Furthermore, active packaging according to [81] can merge many additives into packaging systems to extend the product "shelf-life".

In that context, [71] described Active packaging's main goal as food protection, it can absorbers and active-releasing systems emitters from the food or its environment involve packaging systems to preserve the quality, safety, and the integrity of food products, it has an extra function besides its role as a protective barrier

against external influence; it can control, and react to what taking place inside the package [79]. Additionally, [82] indicates that the packaging material has an important impact on the respiratory rate of the fruit, as it plays a vital role in delaying the onset of ripening. Moreover, [83] highlighted that smart package indicator helps in tracking freshness or spoilage, ripeness, and leakage, as it allows freshness monitoring that reflects food safety, quality, consumer preferences and also increases the product shelf life, and it can also be used to optimize distribution control, stock management systems, and reduce food waste. There are many examples of smart & active package technology in the food industry:

- The printed sensation technology in fruit ripeness sensor that is capable of interaction with "climacteric" fruit, or with those continues ripening after harvested, this printed sensor on packages deals with the transformations in aromatic volatile components of the fruits that changed during its stay in grocery [84].
- "Smart Lid Systems" Design a smart coffee cup lid in Australia, The lid color changed to express the liquid temperature, and warn consumers if it is hot [85].
- The Radio Frequency system works with the sensitive inks, to easily manage a large amount of data with fewer resources than the "bar-code" system, and that can easily be used in the food packaging industry [86].

2.4.4 3D printing in Package Design

Package design merges between two or three-dimensional designs, recently brands invest more in creative packaging to be different from competitors [87]. However, the structural design with a 3D form (think carton, bottle, can, jar, tin, wrapper, bag, etc.) on self appears 2D design, but when customers take it off the shelf, all sides appear. New printing techniques like 3D printing are recently involved in packaging fields, for example in microelectronics and inkjet technology packaging [88,89,90]. According to [91] This new type of printing could ease the package manufacturing process by reducing its steps.

3 Research Methodology

3.1 Study Objectives & Approaches

Through the theoretical framework, secondary data analysis, and the Qualitative approach, researchers' focuses on analyzing multiple case studies in the food sector, to examine the core concepts of creative packaging, and to determine the elements that could attract consumers towards the package among other competitors of the same category. The researchers also aim to highlight the new attractive components in packaging, determine the factors that reflect competency, and specify the core elements that could stimulate the consumers' buying behavior and their decision-making.

3.2 Sampling

The sample consisted of 12 case studies in the food industry; as it reflects a wide range of consumers' needs, and covers the most regular products that they use during daily life. Researchers' illustrated three main aspects during the analysis of the products' packaging, so the first aspect was; design appealing, the second was; packaging functionality and the third was; innovation and creativity in packaging; as illustrated in figure(4). The analytical study results could help and provide food companies and The sample consisted of 12 case studies in the food industry; as it reflects a wide range of consumers' needs, and covers the most regular products that they use during daily life. Researchers' illustrated three main aspects during the analysis of the products' packaging, so the first aspect was; design appealing, the second was; packaging functionality and the third was; innovation and creativity in packaging; as illustrated in figure(4). The analytical study results could help and provide food companies and marketers with essential information about the effective and creative elements in designing their packaging. As the case studies focus on the new trends that could increase the competitive advantages of the products, to assist food companies - and other companies as well - in creating effective packaging design to stimulate, attract, and convince their customers.
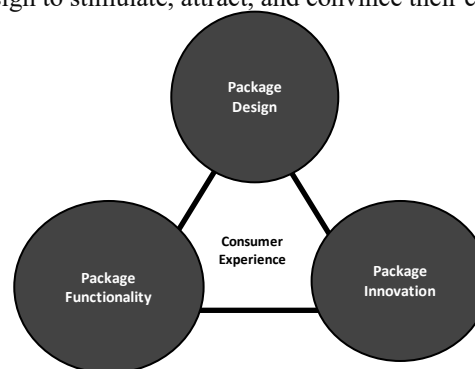

Fig.4: Relationship between packaging elements in consumer experience.

3.3 Research Questions

The study targets the answer to the following questions:
- What is the impact of the product's package design as stimuli for customers?
- What are the recent trends in the creative packaging of the food industry?
- Which element is the most significant in the food creative product packaging?

4 Results of Case Studies

As we can see in table (1) the case studies analysis conclude the following results:

Table 1. Case studies

Case 1: Product Name "Jooze"

- The "Jooze" juice package reflects the freshness concept via the colorful juice box, which was very attractive as true fresh fruit.
- Illustration with the unique shapes demonstrate the fruit slice with an attractive die-cut, hence, consumers can easily identify and classify the product, besides the joyful feeling, and healthy style.
- The font size was unique and white like ice, the contrast was high, medium, and low depending on the real fruit color.
- Despite the attractive package look, the functionality of it was low, because it is not easy for holding while drinking the product, especially for children because of straw place and direction during the sucking process, but the packaging material was suitable because it protects the juice with a lightweight at the same time.

Case 2: Product Name "Del Monte"

- The "Del Monte" product bottle identifies and classifies color as a stimulator to reflect the true fresh color of the real banana fruit.
- Despite the poor usage of images, the bottle cover label design was innovative and depends on consumer experience, as if they are dealing with real fruit, the cutting edges reflect the actual feeling of cutting a real banana.
- Fonts on the cover elaborate the real banana experience to consumers.
- The products use glass material, it is a healthy material more than plastic packages, but it can be broken during storing or usage.

Case 3: Product Name "Dumbbell"

- The "Dumbbell" product bottle's shape and the cut were unique, attractive, easy to recognize, and related to the product name and function, and the target audience as well.
- The package motivates customers to use the bottle as the weight of a dumbbell of 0.5 kg, and the product bottle design asserts that message, as it looks easy and comfortable to carry, which helps in smartly conveying the brand identity and distinguish it easily among competitors.
- Font styles and sizes were readable, the orange color reflects the energy, and was related to the nature of sports drinks.

Case 4: Product Name "Frts & Ygrt"

- **"Frts & Ygrt"** package reflects its name using attractive images of fresh fruits to stimulate consumers to taste it through the emotional connection with the product.
- The package focuses on "refreshment or freshness" as the product's main attributes, and that is achieved through images and its colors, which reflect the perceived quality of the product, and even the font color of fruits assert the same target.
- This package is based on an innovative idea and the design reinforces it through the "user engagement experience", as the package functions allow the user to mix the fruits with yogurt by himself.

Case 5: Product Name "Amora"

- The "Amora" stand-up containers were unique and best describe the ketchup and mayonnaise products by the illustrations, colors, and font style, especially with the readable brand name which is written with the contrast between red and white.
- The brand differentiates between its products through shape and colors, as ketchup use the red

color, while mayonnaise uses the white color, which is related to its real color.

- The font is written with a visual hierarchy; which leads the consumer's eyes to the dominant visual design elements on the bottle.
- The funny characters' shape can easily differentiate the brand identity among competitors and can attract the consumer's attention, and bring a joyful feeling, which could affect their decision-making process.
- The product shape was attractive, portable, easy to use, reopen, storing with protection against external threats, and sustainable; because consumers can reuse the container after it is finished.
- Another type of product container for restaurants has a pumping part to use the large containers without carrying it all the time, by pressing the above pump.

Case 6: Product Name "Pepsi: Brisk X Marvel Studios"

- The "Pepsi: Brisk X Marvel Studios" presents augment online promotional campaigns of Black Panther film to be different among competitors.
- The innovative package is based on a 3D-printed Black Panther mask, which served as the centerpiece for a promotional kit.
- The package shape was unique, and consists of 5 five cans and a Black Panther Mask, which represent each of the movie's main characters images with a special can color and name of the characters in a readable font style size and color
- 3D-printed Black Panther mask cut that fits onto the corresponding can and consumers can keep it as a souvenir from the campaign.
- The can be smart; therefore, it could easily connect the consumers to the online campaign that generated more than 10 million social media impressions (plastictoday.com).

Case 7: Product Nam"Trident"

- "Trident" gum packages here using different funny mouth illustrations with contrast colors, to draw the consumer attention toward the product. As the

creative design and illustrations depend on two main colors to reflect both genders (males in black and women in red), there are many mouth shapes for each gender.

- Consumers can easily identify the product through the transparent part, which shows the gum as if it is a real mouth tooth, and that was highlighted by the contrast with the white healthy teeth (the inside gum).
- The design conveys a clear message to consumers that (gum will be healthy and not negatively affect their teeth' healthy look).
- The package presents a joyful experience to the consumer through the illustrations, which reflects a funny and joyful experience while consumers put the package on their mouths to have a healthy mouth look. Moreover, that could be stimuli to turn their emotions into actions through the buying behavior.

Case 8: Product Name "Bla Bla"

- The **"Bla Bla"** funny package illustrations and design were very impactful because the product's different characters' reactions and colors can attract attention and influence consumer's joyful feeling. Every graphic has a mouth that full of biscuits as if they are enjoying eating the product.
- The product name is related to the illustrations, and integrate with the package function as well.
- The label of opening the product uses clear font size and color to lead the consumer eyes to visual hierarchy on the bottle design, and the package shape was easy to use and to handle, and also children could reuse the container after finishing the product.

Case 9: Product Name "Mini Oliva"

- The "Mini Oliva" product produces creative "on-the-go" small squeeze packs, with unique and safe usage.
- The packaging shape and Die-cut related to the nature of the product, and it was easy to identify and classify the product type.

- The transparent window cuts in each pack allow consumers to see the true color of the olive, and that point is very important in identifying the product quality.
- The small portion pack has a functional role, it suits every consumer's need as required during the food preparation, and it will be suitable outside the home while preserving the oil from external harmful factors. As the pack is for one use only, therefore no need to open a big oil bottle while you only need one pack for salad.
- The small packs are handy, comfortable to carry, store, and easy to use by one hand.
- Labeled name is written on each pack with suitable font size and color to identify the brand, moreover, a frame of an olive illustration used to look like a real olive.

Case 10: Product Name "Pasta"

- This "Pasta" package was portable, easy to store, use, reopen, and usable according to consumers' needs.
- The rotating metal flip part of the package is based on the usage functionality, as the user can control the amount between 1 or 2 persons, thus it engages the consumer in a good experience with the product package functionality.
- packaging material was hard to preserve the spaghetti from broken and to protect it from external threats, it is also sustainable, and can be used as a container after finished.
- Despite this unique package, the package design was poor, plain, and not attractive in graphic design elements and colors, while the font size, style, and color were readable.

Case 11: Product Name "W in a box
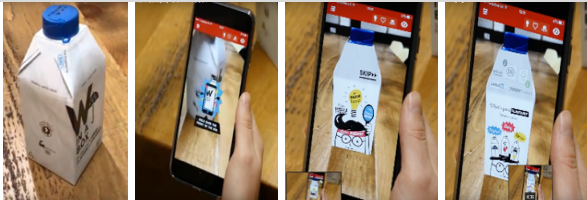
- The "W in a box" is a water package; the design was unique, as the ordinary water packaging is based on bottles, which can lead consumers to misunderstand the product type, as it is similar to

milk packaging.
- The package applies the "AR" technique to engage consumers with more explanation of the product benefits, and its three different flavors. The innovative "hyper packaging" design solutions combine the printed graphic elements and AR technology, and that reduced the information amount on the actual package while expanding the details through smartphones to engage consumers with interactive communication, through providing hyper information about the product, and motivate them to increase their interaction with the product in a unique way.
- The "AR" technology allows consumers to create connections easily with the brand; they can upload photos and videos, interact and share experiences with others through any social media like; Facebook and Twitter.

Case 12: Product Name "Fruits smart package"

- "Fruits smart package" This kind of smart packages is mostly found in the grocery section, because it is very beneficial as an indicator about the fruit or the meat freshness, as the RipeSense sensor reflects its status.
- The sensor color changed due to the type of food status, like; crispy, firm, or juicy, which allow the consumer to evaluate and choose the type that he needs to buy.
- That kind of packages protects the packages from damage, as the shopper can follow the food status, without opening the package.
- Most fruit or meat smart packages were transparent, which integrates with the smart sensor to easily identify the food quality.

5 Conclusions

Based on the literature review, and the case studies analysis, we can conclude that packaging is considered a vital tool for all brands, to meet the vast challenges in markets. There are many rapid transformations, which affect package manufacturing worldwide, for many purposes; identifying the brand among competitors, attracting consumers, facilitating product usage through package functionality, interaction and communication with

consumers, and influence their purchasing decisions. The results show that many companies invested more to produce a unique and innovative package through three main elements. First is the appealing of package design, second is the package functionality through its material, usage, and safety, moreover, the third factor is the creative and innovative solutions in the outer structure of the package and its benefits. According to these elements, many attractive packages are produced and focused on improving consumer engagement, with a joyful experience towards brands. One of the best practices in that context is the usage of "AR" technology, which used innovatively and began to combine with the packaging function, to work as a beneficial communicational tool, which increased the consumers' interaction with the product and provide them with more information about its benefits. Hence, we think that the future may bring more applications of the "AR" for more personalization of packaging according to the consumer preferences; which could narrow the gap between consumers' needs and the product packaging through an unforgettable experience.

Finally, we suggest that marketers and designers should adopt the creative design especially in promotional campaigns, and apply the latest technologies for positioning and catching the consumers' attention, and convincing them to purchase. moreover, companies should maintain and fulfill their social responsibility commitment by using "Eco-Friendly", and "Sustainable Packages" to achieve mutual benefits for both consumers and the environment. Furthermore, Food companies should also be careful about package functionality especially with the vast spreading of the "E-Commerce" which influences the long shipping period, hence, companies should choose materials that protect the product, especially in times of crisis and pandemics like "Covid-19", as packaging material should be more protected during shipping till delivery to consumers.

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