

How to Design Your Packaging for Your Target Audience



A **great package design** can do a lot in selling your product. A good-looking package will attract a consumer's eye making them more likely to take the product home. Once it gets through their front door, providing a terrific unboxing experience and an undamaged item will go a long way.

If you are working on package design, you will want to create something that appeals to your target audience. It should look attractive to the people who you are marketing to. Taking that into consideration, here are some things you will want to think about.

Easy Opening

We all want packages that keep items safe and secure, but they should also open easily. Easy opening is especially important for young children and older adults. Young children will want to rip open their toys for immediate access. Packaging that allows for this is likely to be a hit with kids and parents alike.

Older adults may have disabilities that make it difficult to open packages. It's important to strike the right balance when it comes to protection and accessibility to give the people what they want.



Take Color into Consideration

The color of your packaging will also play a major role in how it appeals to your target audience.

Different colors have varying psychological results. For instance, blue tends to be a loyal color. Green is calming and is often associated with nature.

The key here is to think of the colors that are best suited to your brand. It's likely that using these hues will send the right message to your target audience.



Think About the Shop Online Generation

Ever since the coronavirus took the world by storm, there are few people who don't shop online. However, it is a favorite habit for millennials and Gen Z-ers who have grown up with the technology.

If your target audience consists of the online shopping generation, you will want to provide a great unboxing experience that connects with them once the package reaches their home.

With so many packages coming in from the outside world, it can be difficult for consumers to tell one brand from another. Therefore, you will want to send a strong branding message to online shoppers with the packages you send. The right **box graphics** and other unique elements will help.



The Sustainability Appeal

The eco-friendly trend is taking over. Many consumers are favoring products and packages made with sustainable ingredients and materials. They are also concerned about eating healthy.

The eco-friendly elements come across not only in what a product and its packaging is made with, it is also factors into its design. Easy to read ingredients and earthy colors have an environmental appeal.

Consumers most concerned with buying from brands that align with their personal values include millennials as well as higher income shoppers. Research also shows that individuals living in Europe, Southeast Asia and Latin America are most likely to share this mentality.

If you are looking for **packaging design California** that connects with your target audience, Lien Design can help. We will create packaging that appeal to your customer base which will, in turn, increase sales and your bottom line. Contact us to find out how we can take your business to the next level.

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