**Brand and Packaging**

Packaging is just as important as the product. It communicates a lot about a brand such as its values, benefits to consumers and the function of the product.

* Function: packaging needs to protect the product from damage that might occur while in transit or on the shelf.
* Differentiation: packaging helps the product stand out from its competitors. Logos, images, colour, size and shape can all do this.
* Informative: Packaging can communicate information to the consumer such as ingredients and nutritional information and values held by the producer.

Investigate the packaging that CHIA + Awaka and Pic’s peanut butter use.

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| Features of packaging |  | Image result for pics peanut butter |
| Packaging description   * Labelling * Images * Functionality * Information |  |  |
| What does this tell you about the brand? |  |  |