

Sensory packaging design using new technological means to enhance competitive advantage

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Abstract:

The future of packaging design revolves around providing products that have sensual distinctive packaging, and create a sense of brand, and identify recent trends in Packaging design. Besides the functions of packaging such as product protection and safety, being environmentally friendly, and bringing convenience to the consumer, packaging design and “pack opening” are of great importance to confirm the product in the competitive market. The research presents a summary on how to achieve integration between technology means through the use of more than one effective technology to achieve the communication objectives of the packaging, where the visual aspects of packaging design are key components for the success or failure of many products on supermarket shelves. Despite the importance of the meaning and influence of the color of the packaging and its external shape, the tactile, auditory, and olfactory features of the packaging design have now attracted the attention of many researchers with the advent of the modern technology used. The impact of the use of modern technological means on the design of sensory packaging and its evaluations and perceptions of products and brands towards consumers was also clarified. Focusing on the contributions of the different senses to the overall consumer experience of a sensory product. With declining production and development costs coupled with a growing awareness of the importance of sensory packaging technology, interest in sensory features of product packaging is likely to increase in the coming years.

Finally, it is clear that modern technology is a means of replacing traditional packaging models with others with techniques that are more appropriate to the nature of the product and more attractive to consumers. As packaging is the first interaction consumers have with a product, it is tangible, tells a story, sets the tone, and provides a tangible experience for consumers as it affirms the brand and its unique identity. And by incorporating this technology into the design process of sensory packaging, raises the interest of consumers and motivates them to buy, thus increasing the competitive advantage of products.

Keywords:

Packaging Design- Sensory Packaging- New Technologies- Competitive Advantage