


Displays must  
**SELL!**



through  
**OUTSTANDING  
PACKAGING**  
and  
**STANDING OUT  
COMMUNICATION**



and  
POS-material  
that  
**SURPRISE!**

---



it is more  
than a big  
logotype





**THOMY®**

Aus Liebe zum Besseren.



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Call-to-  
action  
messages..

... Can be verbal,  
visual, symbolic  
etc, but must  
be designed ...



to  
INVOLVE

to  
STIMULATE!  
BUYING!








The message  
must be:

- SIMPLE
- PERSUASIVE

- PERSONAL
- REINFORCE  
POSITIONING




• **VERBS**  
are always more  
powerful than  
**NOUNS**









A man with glasses and a blue checkered shirt is pointing at a large advertisement for coffee. The advertisement features a close-up of a coffee cup with a spoon resting on the foam. The text on the advertisement is in German and French. The background shows a clear blue sky and some buildings.

Mit viel Löffel-Schaum!  
Découvrez sa délicieuse mousse!

always  
**MESSAGE**  
before  
brand!

---



Brand identification  
leads to the product  
but the message  
leads to **PURCHASE!**

Enjoy!

Enjoy  
*Coca-Cola*  
TRADE MARK REGD.

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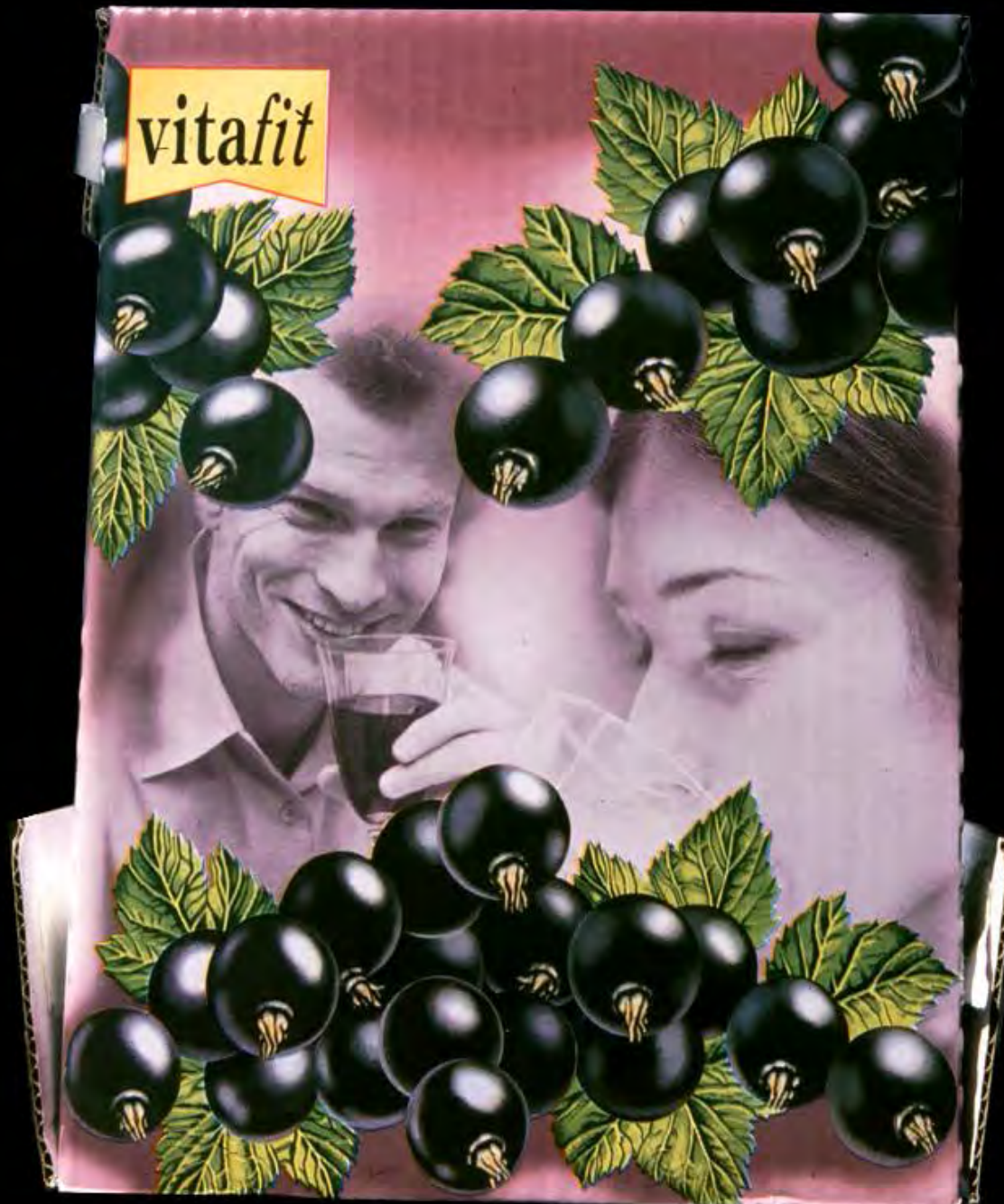


Create the  
MESSAGE in  
teamwork  
with your sales people!

DESIGN  
interesting  
illustrations







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Create  
very special  
texts !!

SURPRISE  
YOURSELF  
WITH ...

Take two!  
You may like  
the first!  
one!



Join the  
connoisseurs!

Challenge  
your  
taste buds!



It is  
impossible  
to eat only  
one !!!

# The **5** senses



We **need** to  
**strengthen** and **amplify**  
**SMELL** and **TASTE**,  
which is what the  
**food experience** is all about.

We need to prepare our minds for this.

*It is therefore important to...*

...maximize the

**VISION**

(seeing) with

**powerful / colourful images**

- what I would call

**“visual appetite appeal”**



Food photography  
is to make it so  
good... you  
wish to bite  
the picture!



The image shows the packaging for Magnum Intense ice cream. The background is dark brown with a glowing orange and yellow light effect in the center. At the top is the Magnum logo, a stylized heart shape. Below it, the word "MAGNUM" is written in large, white, bold, serif capital letters with a black outline. To the right of "MAGNUM" is a small "TM" trademark symbol. Below "MAGNUM" is the word "INTENSE" in a smaller, white, sans-serif font, set within a glowing orange ring. In the foreground, there is a close-up of a Magnum ice cream bar, partially broken, showing the white ice cream filling and the dark chocolate coating. To the right of the bar, the number "3" is written in a large, white, serif font. Below the number "3" is a list of the product name in various languages: TRUFFLE, TRUFFEL, CORAZÓN DE TRUFA, CŒUR DE TRUFFE, TRÜFFEL, TRUFA, and TRYFFEL.

**MAGNUM**<sup>TM</sup>

**INTENSE**

**3**

TRUFFLE  
TRUFFEL  
CORAZÓN  
DE TRUFA  
CŒUR DE  
TRUFFE  
TRÜFFEL  
TRUFA  
TRYFFEL

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100g e

Ritter  
SPORT

100g e

Lait  
Noisettes Entières

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We need to maximize the

**TOUCH**

with highly sensitive

**shapes** and **materials**

that convey strong feelings

(note that we say

**“it touched me”**

about something very emotional)





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**RED ARMY**  
**VODKA**

*Red Army Vodka was only the first  
100 year vodka from the Red Army  
This ultra premium vodka is painstakingly  
distilled and charcoal filtered to the most exacting  
specifications. Enjoy, command. Enjoy.*

40% ALC/VOL BY VOLUME (80 PROOF) 750 ML



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THE ACCOUNTANT SAID *'Make the bottle round'*  
THE DISTILLER SAID *'Keep it square'*  
WHO REMEMBERS THE NAME OF THE ACCOUNTANT?

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We need to maximize the  
**HEARING** (sound).

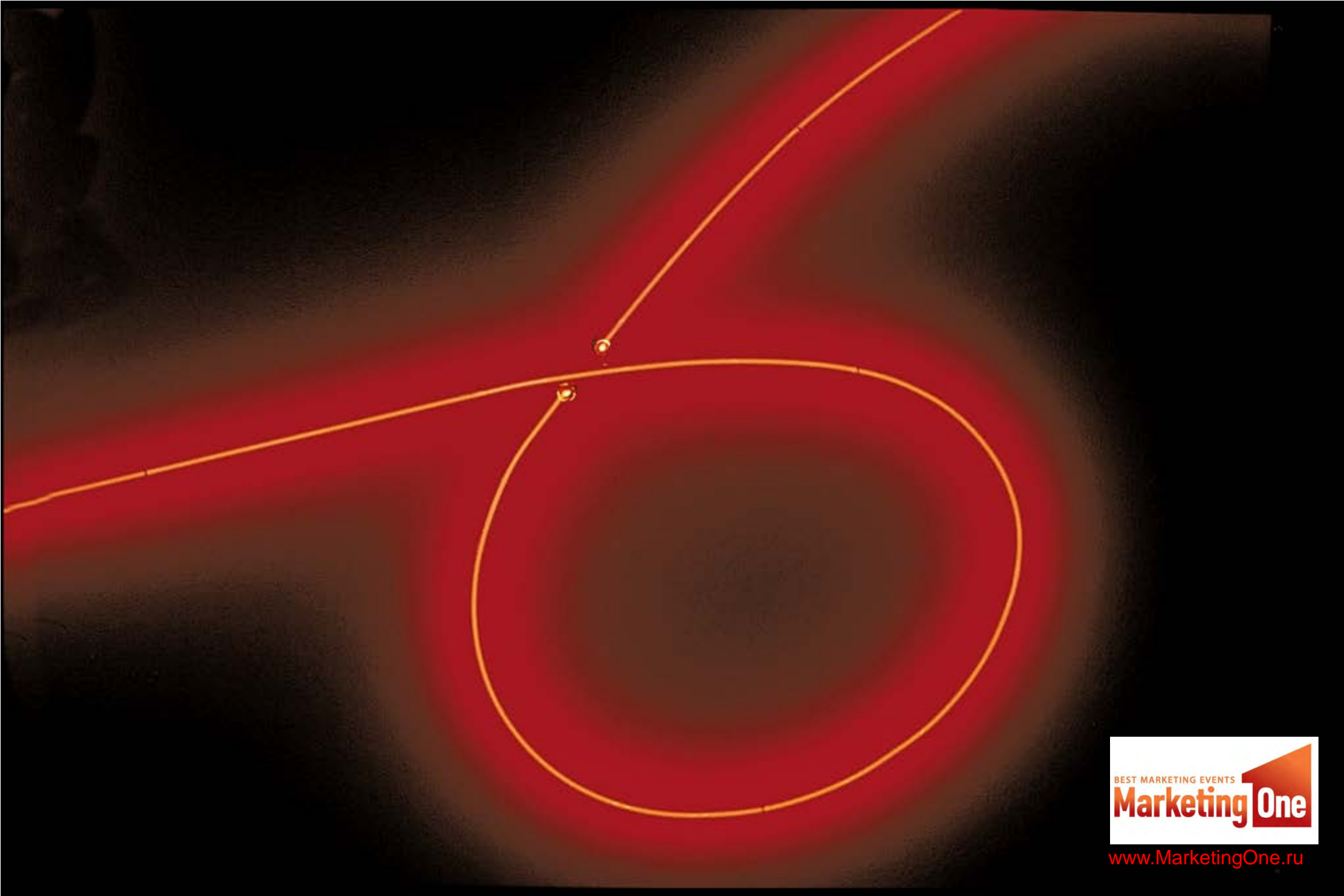
Note that we say  
“I am all ears” when we want a  
strong emotional experience.  
Therefore, our communication  
must sound emotional.



...but here is  
also...



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without

Humour

The brain  
would be just  
grey matter...



**BN**

**GIANT STICK**



*Riz soufflé*

*Biscuit*

*Chocolat au lait*

**5x2**





RAISIN&BISCUIT  
vestib  
**YORKIE**

**IT'S NOT FOR GIRLS!**

RAISIN&BISCUIT  
vestib  
**FOOTIE**

**ONLY BLOKES CAN DRIBBLE!**


RAISIN&BISCUIT  
vestib  
**FOOTIE**

**THE BAR DONE GOOD!!**



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 PURINA

# *felix*



**12** x 100g  
SACHETS FRAICHEUR

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# Kiss- obajs



en specialsand  
som håller  
djurtoaletten  
ren och luktfri

10  
ADVICE





# TEEN

ICES.. BREAD..



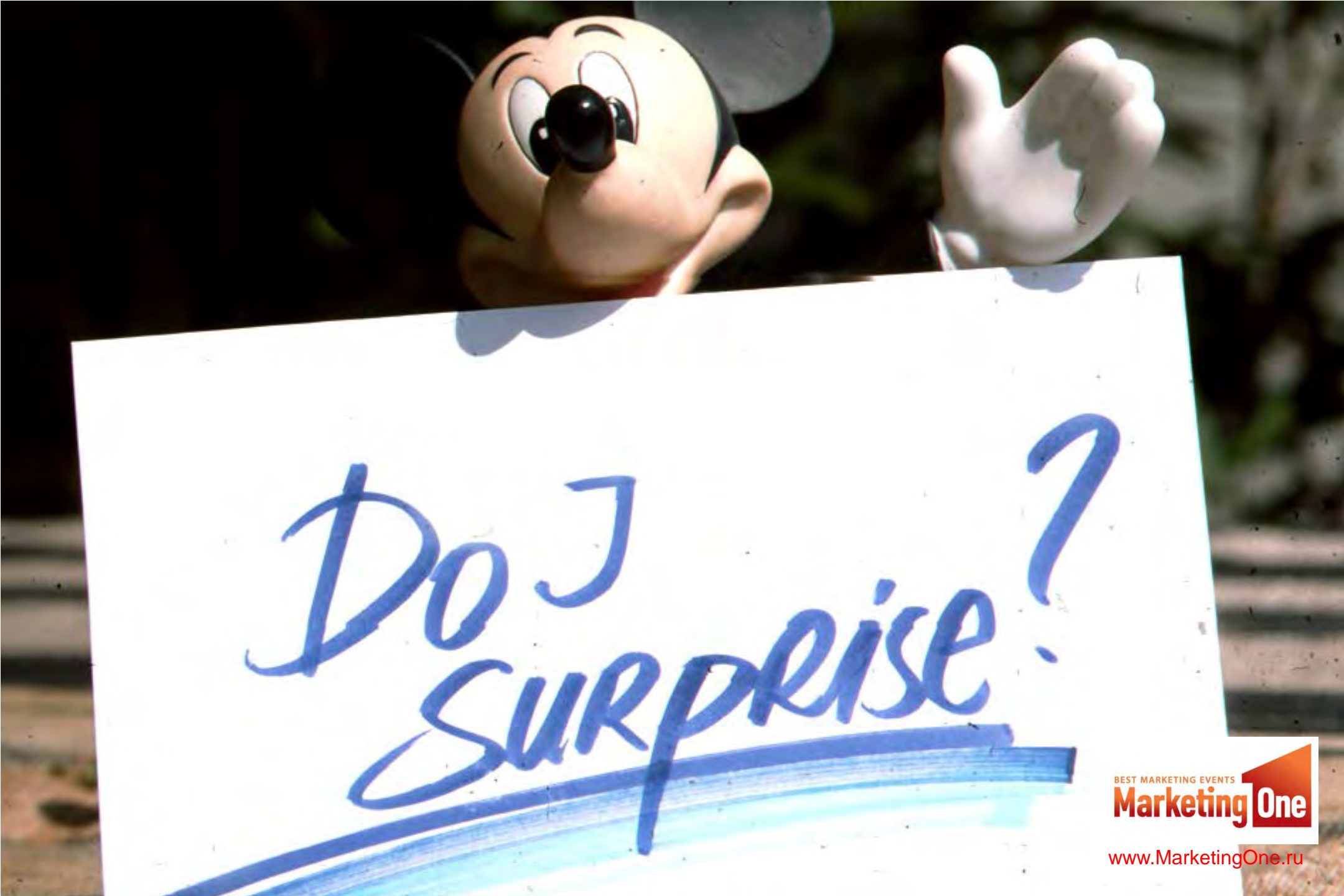
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FIRST



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A close-up photograph of Mickey Mouse's head and one hand. He is looking towards the camera with a slight smile. His right hand is raised, holding a white rectangular sign. The sign has the words "Do J SURPRISE?" written in blue marker. "Do J" is on the top line, and "SURPRISE?" is on the bottom line, underlined with a thick blue stroke. The background is a blurred outdoor setting with green foliage and a wooden fence.

Do J  
SURPRISE?

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# **SURPRISE THE CONSUMER**

Always build in something extra. Delivering more than the consumer buys creates product loyalty and increases the chances of creating a truly "hot" product.

WHATEVER  
YOU THINK  
THEY THINK THE  
OPPOSITE.

PAUL ARDEN, author

world's bestselling book 

LARS G. WALLENTIN  
Chemin des Cornalles 25  
CH - 1802 CORSEAUX  
☎ / Fax 41 - 21 - 921 02 97

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WITH HONEY AND ALMOND NOUGAT

# BERNINI®

SWITZERLAND ▲



**TOBLERONE**  
*Alphonse*

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when you  
stop getting  
better...  
you stop being  
good!



PART TWO

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Do I communicate,  
or just inform?



FROM RATIONAL  
INFORMATION

TO EMOTIONAL  
COMMUNICATION



**Information is**  
**PASSIVE**  
**Communication**  
**ACTIVE**

**TOM IS  
DEAD!**



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**TOM IS DEAD,  
TOYOTA FOR  
SALE!**



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# MAGNUM<sup>®</sup>

CLASSIC



3  
+  
1

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Do I raise  
expectations?







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# EXTREME



PARFUM  
**CRÈME  
BRÛLÉE**  
ÉCLATS CARAMELISÉS



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Do I wet the  
appetite!



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If you  
can't make it  
good at least  
make it look good



BILL GATES

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we eat  
with our  
eyes!







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**MON  
CHÉRI**  
PIEMONT-KIRSCHEN

FERRERO

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\* This wonderful friendship \*



Vivid and Invigorating Action  
**viva**  
FORMULA

- ✓ 100% natural ingredients
- ✓ 100% natural ingredients
- ✓ 100% natural ingredients
- ✓ 100% natural ingredients

Dr.  
**LuvCare**



Total Love Total Care

Adult / Adult

Net Weight 500 g.

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Do I look  
optically  
bigger?



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Am I impossible  
to copy?





Maggi

# Irresistibol



Nouveau

TARTIFLETTE

1  
PERSONNE

340 g

micro-ondes  
7 min

SURGELÉ

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Am I best?  
in category?





DANONE

7

Yogurt  
Bianco Naturale

BENEFICI  
DELLO YOGURT













Am I part of  
**TOTAL  
COMMUNICATION?**

12 x 150ml  
Can Pack



# Sch...

Schweppes®

*Indian*

TONIC WATER

contains quinine

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Sch... you know who?

Sch... you know who?

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**ABSOLUT**  
*Country of Sweden*  
**VODKA**

*This superb vodka  
was distilled from grain grown  
in the rich fields of southern Sweden.  
It has been produced at the famous  
old distilleries near Åhus  
in accordance with more than  
400 years of Swedish tradition.  
Vodka has been sold under the name  
Absolut since 1879.*

50% 500-ML  
PRODUCED AND BOTTLED IN SWEDEN  
BY V&S VIN&SPIRIT AB





**ABSOLUT ROME.**

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PHOTO: JAMES HAMILTON/GETTY IMAGES

**ABSOLUT BRUSSELS.**

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**ABSOLUT TRAGEDY.**



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**ABSOLUT**  
*Country of Sweden*  
**VODKA**

*This superb vodka was distilled from grain grown in the rich fields of southern Sweden. It has been produced at the famous old distilleries near Åhus in accordance with more than 400 years of Swedish tradition. Vodka has been sold under the name Absolut since 1879.*

40% VOL 700 ML  
**IMPORTED**

**ABSOLUT DETERMINATION.**

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“99% of advertising  
doesn't sell much of  
anything to anyone.”  
David Ogilvy, founder of ad  
agency Ogilvy, Benson & Mather,  
in his memoir *Confessions of an  
Advertising Man*



No. 9





Do I tell  
a story?



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COMPLETE  
NUTRITION with  
ANTIOXIDANTS  
*for a Long,  
Healthy Life*

 PURINA®

# Senior Cat Chow™

Specially Formulated For Cats 7 Years & Older

NET WT 18 OZ (1LB 2OZ) 510g

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DANAC

VITAMINE C

POMME  
FRUITS  
EXOTIQUES

DANONE

DANACO™

Boisson réfrigérée, au jus de fruits à base de jus concentrés et au lait écroulé, à teneur garantie en vitamine C.

Au jus de fruits et au lait

POMME  
FRUITS  
EXOTIQUES

50cl e

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Les 3  
"branches miracles"  
de DANAO



**1 La douceur**

*née de la rencontre magique du jus  
des fruits et d'une touche de lait*



**2 L'onctuosité**

*d'une recette unique inventée  
par la recherche Danone*



**3 Les bienfaits**

*du jus des fruits et du lait*



**Párkový  
guláš**



**Mexický  
guláš**



**Karlovarský  
guláš**



**Maggi**®

**Gulášová  
Omáčka**



DEHYDRATOVANÉ KUCHEDLSKÉ PŘÍPRAVKY

MNOŽIČNOST: 36g

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Will my DESIGN  
sell  
"Lots of products"





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**Buitoni**

**TOSCANA  
PICCOLA**



**MOZZARELLA &  
PROSCIUTTO**

**2 SNACK  
PIZZE!**

Spesialità di pasticceria / Specialità di pasticceria

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The image shows the packaging for Magnum Intense ice cream. The background is dark brown with a glowing orange and yellow light effect in the center. At the top is the Magnum logo, a stylized heart shape. Below it, the word "MAGNUM" is written in large, white, bold, serif capital letters with a black outline. To the right of "MAGNUM" is a small "TM" trademark symbol. Below "MAGNUM" is the word "INTENSE" in a smaller, white, sans-serif font, set within a glowing orange ring. In the foreground, there is a close-up of a Magnum ice cream bar, partially broken, showing the white ice cream filling and the dark chocolate coating. To the right of the bar, the number "3" is written in a large, white, serif font. Below the number "3" is a list of the product name in various languages: TRUFFLE, TRUFFEL, CORAZÓN DE TRUFA, CŒUR DE TRUFFE, TRÜFFEL, TRUFA, and TRYFFEL.

  
**MAGNUM**<sup>TM</sup>  
INTENSE

INTENSE

3

TRUFFLE  
TRUFFEL  
CORAZÓN  
DE TRUFA  
CŒUR DE  
TRUFFE  
TRÜFFEL  
TRUFA  
TRYFFEL

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Messages  
need to be  
**DESIGNED!**





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GREAT  
DESIGNS

Good design  
is 95%  
common sense  
and  
5% flair

SIR CONRAN



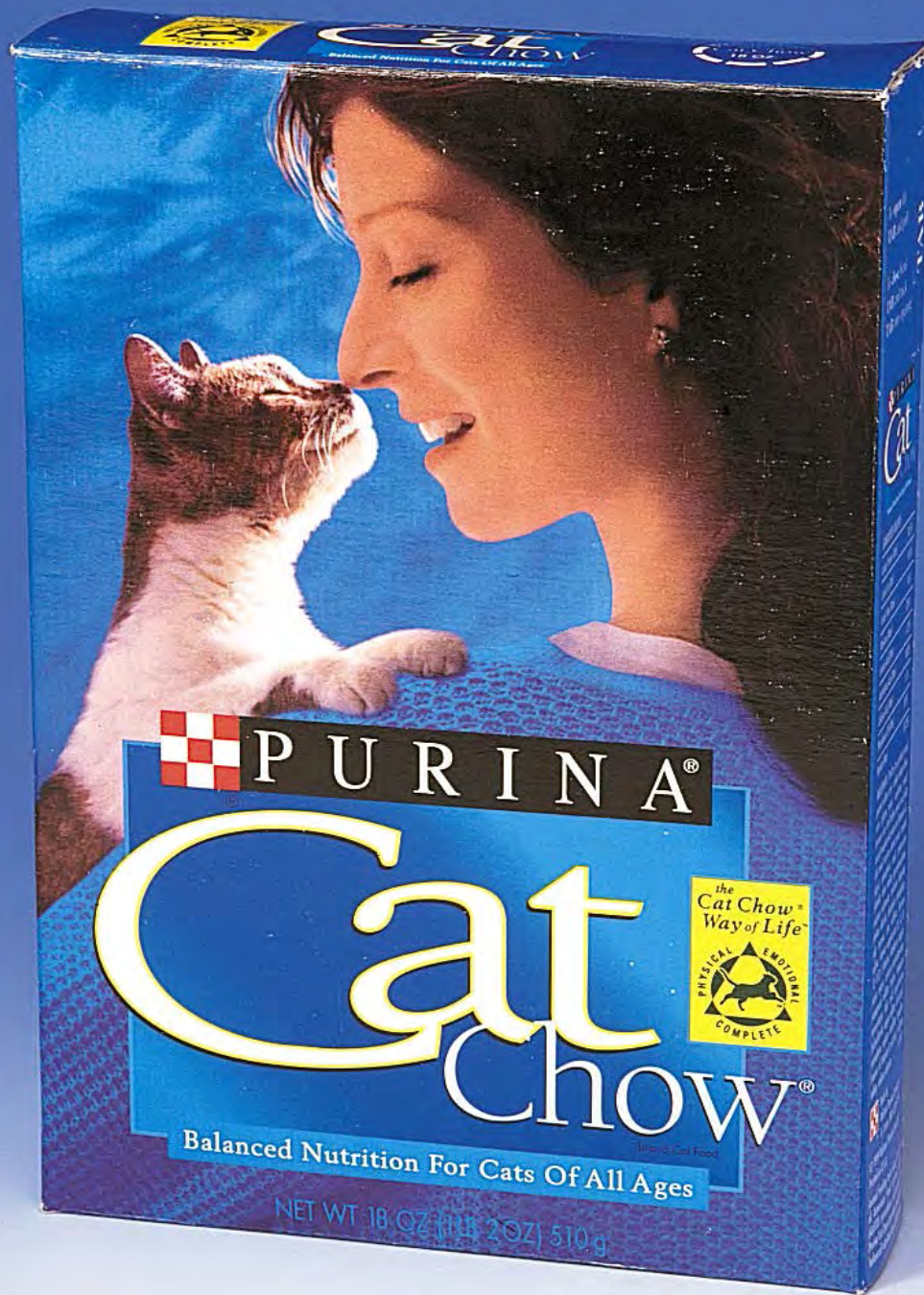
Design  
is the process  
from the birth of  
an idea to its  
finalisation as a  
product or service.

---



Information  
through high-tech  
media excludes  
sensors  
communication!





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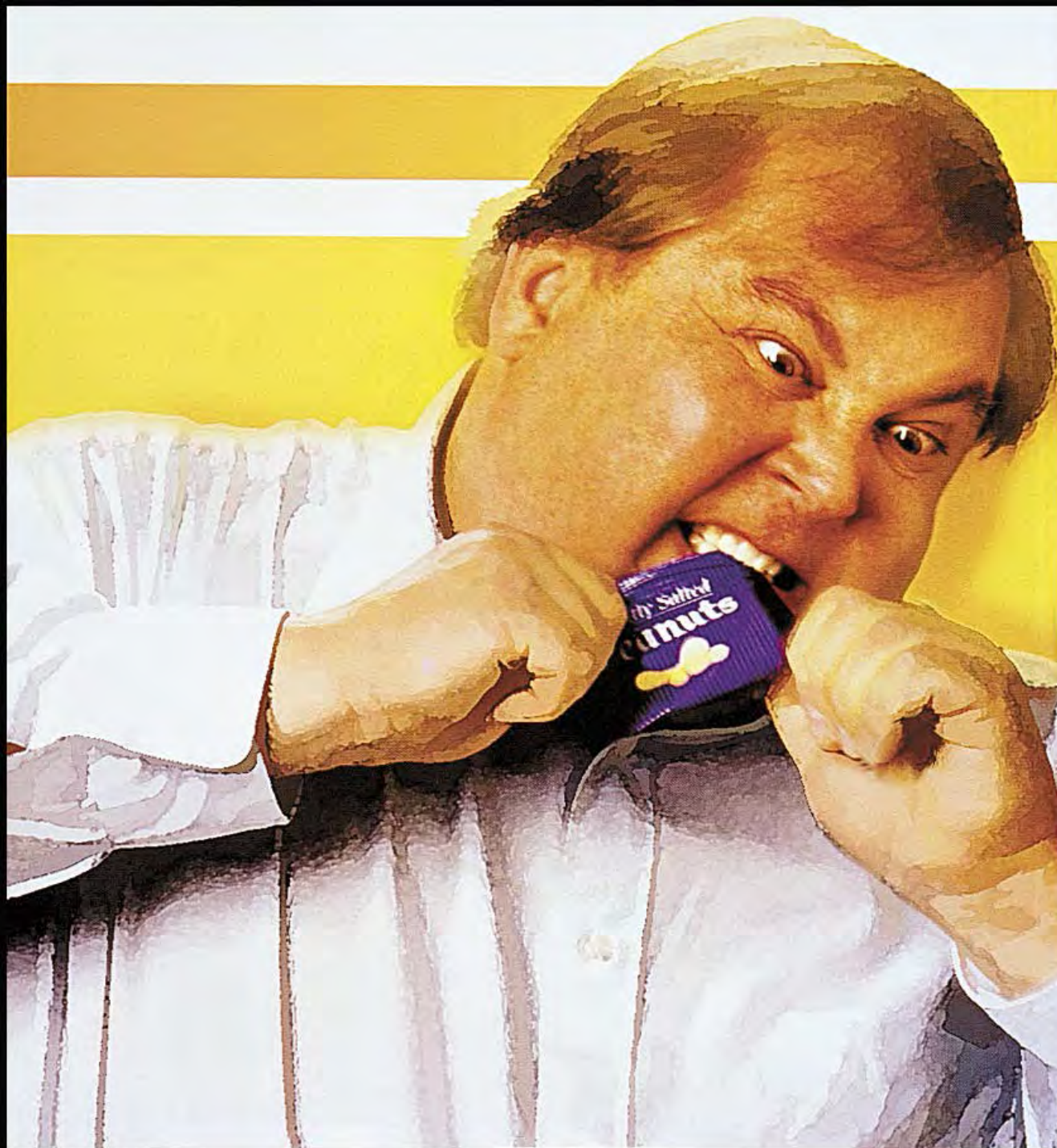






emotional  
advantages  
stimulate to  
trial purchase  
functional ones  
to re-purchase





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Keep  
it simple!





Always  
reduce...!  
never add.

COCO CHANEL

Simplify

~~Simplify!~~



**Why is  
simplicity so  
important ?**

**... because our  
ability to **soak up**  
**information**  
is limited**





GREAT  
DESIGNS



... adds!  
value!

is achieved  
through:

- TEAMWORK
- GOING BEYOND WHAT IS EXPECTED
- ASKING GREAT QUESTIONS



is making  
things more  
attractive!

Even I  
don't wake up  
looking like  
Cindy Crawford  
cindy Crawford



# CONCLUSION

---

be daring  
be first  
be different

---

HELMUT MAUCHER

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There are no  
speed limits on  
the road to  
excellence!

Imagination  
is more  
important  
than  
knowledge!  
A. EINSTEIN



Thank you  
for  
listening

