


Communication  
in  
CRISIS  
times



How to deal  
with packaging, POS,  
advertising when  
times are tough.



3E's

EFFICIENT

*use design!*

ECONOMICAL

*use design!*

EMOTIONAL

*use design!*

EFFICIENT

DESIGN

THE FIRST

**Simplify!**

*Bata*



6.<sup>90</sup>

Do it  
BIG





**LION BAR**

MILK CHOCOLATE EGG & 2 LION BARS



PREMIUM



NET WT: 40lb - 18.14kg  
VARIETY: CAVENDISH  
CLASS: EXTRA  
MIN. LENGTH: 20cm



PREMIUM



Amplify!

call-  
to-  
action

0.99

ORANGE GOLD BLEND

Snacky Cracky

**Seriously  
CHEAPER!**

**Seriously  
CHEAPER!**

1.89

**BIG SOUP**

**PICK  
ME UP**  
IN-STORE TODAY

NESTLE  
THE COFFEE  
YOU LOVE  
FOR 75 YEARS

IN-STORE TODAY

batterycrink.com  
24x33cl  
can / lata

+ **BATTERY** +  
ENERGY DRINK 25% vol

**KEEPS YOU GOING**

FEEL FREE

To TRY ON

OUR

KNITWEAR





Don't  
seek  
perfection

Be there  
**BEFORE**  

---

competition



DURSTIG?

BEST PO  
CAFE BAR

Energie Getränke  
zum Anbieten!

P

make your  
product  
VISIBLE

The image features the text "make your product VISIBLE" written in a bold, black, brush-stroke font. The words "make your" are on the top line, "product" is on the second line, and "VISIBLE" is on the third line in a larger, all-caps font. A thick, dark brushstroke underline runs horizontally across the bottom of the text.



Pain

Pain  
d'épice



Fraise



2 eur la pièce  
20 eur les 12 pièces  
40 eur les 25 pièces



Miel



offer  
alternatives!





POLISH STUDENT "BEGGAR"  
THIS IS REAL CREATIVITY







U-Recall® Design by U-Layer  
**VETRO-LATTINE - GLASS-CAN**  
Distributed by  
Ecology Services Communication Team 2002  
www.ecoservices.eu - info@ecoservices.eu



U-Recall® Design by U-Layer  
**CARTA - PAPER**  
Distributed by  
Ecology Services Communication Team 2002  
www.ecoservices.eu - info@ecoservices.eu



U-Recall® Design by U-Layer  
**SIGARETTE - CIGARETTES**  
Distributed by  
Ecology Services Communication Team 2002  
www.ecoservices.eu - info@ecoservices.eu



U-Recall® Design by U-Layer  
**INDIFFERENZIATA - WASTE**  
Distributed by  
Ecology Services Communication Team 2002  
www.ecoservices.eu - info@ecoservices.eu

Right  
price



Value-  
for-  
money!

what  
you offer  
shout!





5

strengthen  
your  
branding



coop  
Primagusto

coop  
Primagusto

magusto  
coop



**HOW TO MAKE  
MY BRAND  
EVEN  
STRONGER**



TIME  
IS  
MONEY!

Avoid  
alternatives



work  
**STEPWISE**

to avoid mistakes  
and control costs

First

.... the idea  
which is done!  
in the head!

Second

---

the idea is  
best expressed  
with a pen or  
brush

Third

---

to finalize  
the idea... use  
the computer



ECONOMICAL  
DESIGN



Marmelade Bonne Maman®  
Oranges Amères  
30g Fruits Choisis

Marmelade Bonne Maman®  
Oranges Amères  
30g Fruits Choisis

Marmelade Bonne Maman®  
Oranges Amères  
30g Fruits Choisis

N 188 19:20  
07/2012

N 188 19:20  
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Marmelade Bonne Maman®  
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Marmelade Bonne Maman®  
Oranges Amères  
30g Fruits Choisis

**BEST  
SUPPLIERS**

The image features the words "BEST SUPPLIERS" written in a bold, expressive, black brush script. The letters are thick and have a textured, slightly irregular appearance, characteristic of hand-painted text. The word "BEST" is positioned above "SUPPLIERS". Below the text is a single, long, horizontal brushstroke that tapers at both ends, serving as a decorative underline. The entire composition is set against a plain white background.



J.P. CHENET

PREMIER

MERLOT-CABERNET



J.P. CHENET

PREMIER

MERLOT-CABERNET



PRODUIT DE FRANCE





Aktuell  
3.30

Aktuell  
3.30

Aktuell  
3.30

Aktuell  
5.70





Reduce  
size

Don't transport air!



analyse  
compare



it will not  
be better,  
rather worse!

---

Plan!





Focus

on your  
strength!

- distribute more
- increase quality
- amplify branding
- surprise!





BUTTERSACKS

*Création Créa d'Or*

*Nr. 1*

QUALITÉ SUISSE

Créa<sup>®</sup>  
d'Or



- distribute more
- increase quality
- amplify branding
- surprise!



CAPELLI & C. S.p.A. - VERONA - ITALIA

ACQUA  
MINERALE NATURALE  
CON AGGIUNTA  
DI ANIDRIDE CARBONICA  
EAU MINÉRALE  
NATURELLE  
AVEC ADJONCTION  
DE GAZ CARBONIQUE

6 x 1,5L e

PELLEGRINO  
1899

# Tyrrells<sup>®</sup>

Hand Cooked Potato Chips

*Naked - No salt*



Potato  
15 gms  
Best  
20 06  
06 49

40g e

11

avoid  
amateurs!



find out  
how  
winners!  
work!

EMOTIONAL  
DESIGN





12

Choose  
your  
words!

---

work  
more with  
COPYWRITERS  
~~that~~  
designers

SORRY

LARGE JARS

SOLD OUT

NEW STOCK

ARRIVING SOON



LOOK TO  
THE LEFT  
THE SHOP  
EXTENDS  
BACK A LONG  
LONG WAY  
THERES ALSO  
← AN ←  
UPSTAIRS

TRADITIONAL  
IRISH PAID SWEETS  
SOLD BY THE 1/2 LB  
ONLY £150 PER 1/2 LB

GIANT  
COLA

Cola Batts

DOLLY  
MIXTURES

SALE  
BAKED  
CAKES  
£19.99

DURACELL PLUS POWER

Long lasting power  
guaranteed

DURACELL PLUS POWER

5+3  
FREE

t Thirteenth

~~The~~  
Authentic!



be local!  
be the friend!





A little piece of Norway



# MELKESJOKOLADE

Milk Chocolate



6x100 g

au lait de nos  
éleveurs



Vincent  
Ferme du Moulin de Renty (62)



1 pot (125g) contient

Valeur énergétique  
**67 kcal**  
3%

des APJ\* pour  
un adulte

Calcium  
**163 mg**  
20%

des APJ\* pour  
un adulte

\*Apports journaliers recommandés  
pour un adulte. Les valeurs sont exprimées en pourcentage  
des Apports Journaliers recommandés (AJR) pour un adulte.  
AJR : 1000 kcal, 300 mg de calcium.

**16**  
Pots



Source  
Naturelle  
de Calcium

YOGHOURT NATURE

Poids net :  
2x (8x125g) e = **2 Kg**

4 conserves à +8°C max. / 4 conserves jusqu'à la date sur les pots.

au lait de nos  
éleveurs





Look what we found!

Small farmers, big taste!



Anna Longthorp's Yorkshire Free Range Pork

# Yorkshire Pork Sausage Casserole

Made with 100% natural ingredients



397



*Amphity*  
**ACTION**

The image features the word "Amphity" written in a cursive, brush-stroke style, positioned above the word "ACTION" which is written in a bold, uppercase, brush-stroke style. A thick, dark brushstroke underline runs horizontally across the bottom of the text.

action  
affects

20130105 H2  
16 53

# 立顿

新  
**经典醇**  
香浓原味奶茶  
固体饮料

奶  
香  
浓  
郁



配料中添加乳糖，含蔗糖成份，配料中添加的奶均选择进口奶源  
本品营养成分仅供参考，产品以实际为准

净含量: 175克(175克x10)

Artificial Flavours & Colours  
**FREE FROM**  
Gluten • Lactose • Soy

High Oleic  
Oil

**BURTS**

**BRITISH  
POTATO CHIPS**  
HAND COOKED  
WITH CARE<sup>™</sup>

BURSTING WITH  
**SEA SALT &  
MALTED VINEGAR**

*Go on, turn over and find out what it's all about*

**150g e**

[www.burtschips.com](http://www.burtschips.com)



15

ask  
questions  
involving!

---

Do you...?  
Have you...?  
communicate in  
do not only inform!!





16

be  
UNIQUE!



Dare!  
Dare!  
Dare!

... to avoid  
comparison

---

LE SEUL  
L'UNIQUE

BIG  
MAC<sup>®</sup>



SOUVENT IMITÉ, JAMAIS ÉGALÉ.

Est-ce grâce au secret si bien gardé de sa délicieuse sauce?  
Ou encore peut-être grâce à ses deux steaks hachés 100%  
pur bœuf suisse et son cheddar fondu... Qu'importe?  
On a tous une bonne raison de le déguster!

*i'm lovin' it*<sup>®</sup>





PROMISE  
SOMETHING!

but  
under promise  
so you can  
over deliver

---

# APÉRICUBE

**BEST-OF!**  
**DES SAVEURS!**

Élues par les  
CONSOMMATEURS



Clap Clap!

Saveurs

POULET  
GRILLÉ

OIGNON  
FONDANT

JAMBON  
EMMENTAL  
GRATINÉ

CHORIZO

**48**  
CUBES

18

Stimulate  
fidelity!



... by showing  
that you  
constantly  
improve!

