

# Packaging Design as a Brand Building Tool for Organic Black Rice Business Concept. Case Study on a Diet Rice

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**Abstract.** Healthy lifestyle favored by the people, resulting intensified competition of the healthy food products in the market. Diet Rice brands formed in Bandung around 2014, and was marketed as substitute products that can enhance healthy lifestyle in Indonesian society. Within a year, Diet Rice products are experiencing a decrease in sales. Eventually the efforts to market products better by way of changing the packaging design. Packaging is important in the process of improving the value brands as media delivery in communicating corporate identity and the product's image itself. Earlier, healthy products did bigger impact in the lifestyle. Unfortunately, Diet Rice have not yet found the right packaging concept for building company's brand, and they need to change the Diet Rice's packaging shape against potential consumers of this product. Through semantic differential approach, Organic Rice can direct packaging that is suitable to Diet Rice's vision and concept so can build an effective brand. Research is carried out qualitatively with in-depth understanding of human behavior and observable objects and also quantitative by sampling process through questionnaire to find out how consumers perception of Diet Rice's packaging, and processed by the semantic differential to assess prototype alternatives for Diet Rice's new packaging design.

**Keywords:** Packaging Design, Brand Building, Organic Rice Business, Diet Rice.

## 1 Introduction

Packaging is the container for product involving the physical appearance of the container, including the design, shape, color, labeling and material used. The primary uses for packaging can be considered to protect of the goods inside so that we instantly know which product is inside the package, because packaging also meets a key role in providing us with a recognizable design. From the consumer perspective, packaging plays a major role when products are purchased as both a mark and as a source of information. In this business situation for organic black rice, packaging can also become one tool to foster brand awareness to the consumer. Packaging can be described as an object as well as a process. Packaging also can be defined as a wrapper in which the product is offered at the point of sale and

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represents all activities of designing and producing the container of a product. In this case, the packaging is expected to build the brand of a product [1-4].

This business idea started when the mother of the founder, Ridwan Alipurachman, diagnosed with diabetes. He's trying to help by setting diet plan as a treatment. He substituted daily consumption rice with black rice which is known to have a low Glycemic Index. Miraculously, after one month following his dieting plan, his mother blood sugar level was reduced back to normal. Realizing many other health benefits of black rice and saw many opportunities on the number of people with health problem in Indonesia.



**Fig. 1.** Brand Logo “Diet Rice”

Healthy lifestyle trends create new opportunities for business, then Diet Rice – Organic Black Rice come up. Marketing competition in this day and age as quite stiff, and a result, business and other organizations are trying to find new ways to get customers to purchase their products, therefore by utilizing excellent packaging, companies can bring more customers' in. One of media for communication in marketing are the packaging of the product itself. Non-verbal visual attributes of the food package have a low level of regulation or no rules at all that offer creativity for designer to manage the design of packaging. Nothing tends to get an attention of customer the same way that outstanding packaging design can. At the point of purchasing a product, packaging is what serves as a direct link between the product within and the customer looking to make a purchase. It is also done to maintain sustainability of a product.

## **2 Literature Review**

In terms of product sales to potential consumers, the packaging layout has an important role in presenting the information. Packaging information can sometimes create confusion by conveying too much information or not infrequently giving misleading and inaccurate information. Most food companies that promote their healthy food products not only rely on their excellence based on their communication efforts on general information labels, they also want to overcome competition to differentiate their products, and packaging has been recognized as one form of silent sales and can be the focus of packaging manufacturing regulations food on recent. The verbal and visual elements of a package can be a reflection of the characteristics of the product being offered, and the attributes of package design such as color, shape, image, material, can bring a separate message about the product as well. Maybe this nonverbal message is undercover but no less important. Thus it is very important for food companies and their marketers to try to place food products as healthy food products to be able to manipulate packaging design attributes in creative ways that can support the "healthy" and "organic" message to build the brand identity of the product.

Sustainable packaging should take into consideration subjective decisions from consumers such as the proper shape and size of the packaging along with any graphics or text that appeal to the buyer's eyes. Aesthetic and functional components of packaging correctly to achieve marketing goals and meet consumer needs. In choosing a point of difference, the ideal customer will see the attributes or benefits as very important, feel confident that the company has the ability to deliver it, and believes that no other brand can offer it at the same

level. In finding out food packaging products in a sustainable life context, internet-based research has been carried out with key words from a sustainable food package. Through this internet-based research, some food products founds supported sustainable life-style with their content and their package, and for a food sustainable, food should be featured by being local, organic, natural, and fair-trade [4, 5].

### **3 Methods**

This research will present the generics of branding and brand-building as well as connecting brand communication and packaging design through traditional communication processes. The methodological steps that the research process used qualitative and quantitative description. Qualitative method procedures to obtain descriptive data in form of words or verbal, its may gather an in-depth understanding of human behavior and objects that can be observed. Quantitative is the form of non-parametric methods, the sampling process through test questionnaire to find out how consumers perception of Diet Rice packaging, and for the further processed by the semantic differential [6, 7].

### **4 Result & Discussion**

In order to be able to create a strong brand, Diet Rice is essential to understand the value functions that a brand provides consumers with. Brand elements, sometimes called brand identities, those are trademark devices that serve to identify and differentiate the brand. The main ones are brand names such “Diet Rice”, logos, symbols, characters, colors, packaging and signage. The customer based brand equity model suggests that marketers should choose brand elements to enhance brand awareness, facilitate the formation of strong, favorable, and unique brand associations, or elicit positive brand judgments and feelings. From the perspective of both the firm and consumers, packaging must achieve a number of objectives.

- Identity the brand
- Convey descriptive and persuasive information
- Facilitate product transportation and protection
- Assist in at-home storage
- Aid product consumption

The visual design of a product influences the consumer is mainly a result of the combination of its elements: color, graphics, materials and shape [1, 3, 4, 5, 8, 9].

### **5 Semantic Differential Result Analysis**

Semantic Differentials originate from the work of Osgood as a technique for attitude measurement, scaling people on their responses to adjectives in respect to concept. Typically individuals respond to several pairs of bipolar adjectives scored on a continuum + to – and in doing so differentiate their meaning of the concept in intensity and in direction or in a semantic space. Those with a mean greater than 2 or less than 1 were taken to suggest the adjective pairs that best characterize the participants view [6, 10, 12], as follows:

Rustic	Clean
Unique	Usual
Cheap	Expensive
Old Fashioned	Elegant
Informative	Uninformative
Readable	Blurry
Natural	Artificial
Simple	Complex
Reusable	Single Use
Innovative	Conventional
Hygienic	Dirty
Robust	Fragile
Flexible	Rigid
Comforting	Distressing
Enthusiastic	Passive

**Fig. 2.** Semantic Differential Result Analysis

One of the solution in the business development on a Diet Rice is made more attractive packaging in order to gain brand awareness from costumers, and increase sales as the final goal. With create a new packaging design mocked- up and tested to potential consumers is one approach technique in determining the final outcome of the solution that will be taken become the next action plan. Each participant received a mocked-up of several kind of packaging, and was asked to list adjectives each would use to describe his or her impression of the object and concept.

In reviewing the packaging product of Diet Rice, another method used in analyzing the data is by using visual semantics. Semantic differential is also a type of rating scale that designed to measure the connotative meaning of concepts, objects, and events. This method used is the direct field observation by researchers. This method is sensitive to responses sets, which are the tendency of an examinee to respond a certain way to a particular item such as visual dimension.

Here are five alternatives for new packaging design of Diet Rice.

### 5.1 Paper Bag



**Fig. 3.** New Design Packaging Diet Rice – Paper Bag and Composite Can

The paper bag packaging design is simple, and product information can be displayed very clearly on each side. Paper bag design can be used by coated unbleached craft paperboard that is a superior strength paperboard grade that is produced from furnish containing at least 80 percent virgin unbleached, natural wood pulp, but this design is not reusable.

### 5.2 Composite Can

This design of packaging is also strength and secure in the process of long-distance shipping.

Composite Can are proven attention-getters on the shelf, and the safe-to-open, easy-to-close lid inspires subsequent to purchase in a majority of consumers. The cans is spiral wound from 100 percent recycled paperboard and includes a high-barrier liner that can protects the rice inside from moisture in the environment. Benefits from composite can package are superior barrier properties, maximum shelf life and high consumer convenience.

### 5.3 Paper Box



**Fig. 4.** New Design Packaging Diet Rice – Paper Box and Hexagonal Paper Box

### 5.4 Hexagonal

Hexagonal tiling can be used as a circle packing, placing equal diameter circles at the center of every point. This packaging design looks more attractive and has a novelty in the form of packaging for rice products. Hexagonal design packaging give a better functioning and innovation of the packaging, if the material can supported with a good product.

### 5.5 Sacks



**Fig. 6.** New Design Packaging Diet Rice – Sacks

Sacks shaped design is traditionally used as a packaging for rice or grain, this design is made to brings memories when our great-grand parents used fabric or hemp. It makes burlap sacks became more trustworthy as organic product. Sacks design and material is eco-friendly also strength and flexible on the shelf. And also strength in long-distance shipping.

The model visualizes that for make a good packaging design, product, branding platform and packaging design element need to resonate with each other and shape each other. Therefore only when product, the brand it symbolizes and its packaging design communicate the same brand identity can companies create a strong brand through packaging design. The next packaging design for Diet Rice based on research to the respondents are should have the following criteria for such properties like rustic, traditional, cheap, unique, informative, eco-friendly, enthusiastic and organic. From a set of variables tested, variable Composite Can has an average value of the most stable among other variables, and signifies the highest score of the respondents.

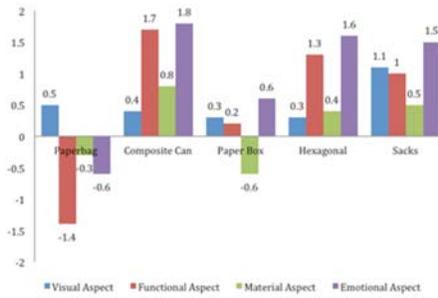


Fig. 7. Summary for Diet Rice New Packaging Design

But Sacks packaging design also has the higher score in visual aspect than the other variable packaging design. Designers often refer to the “shelf impact” of a package the visual effect the package has at the point of the purchase when consumers see it in the context of other packages in the category. Based on the opinions of respondents, can be sorted packaging design that influence into the purchase decision. Sacks has the highest value than others, that shown on chart below:

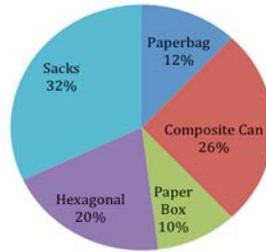


Fig. 8. Diet Rice New Packaging Design – Purchasing Decision

## 6. Conclusion



Fig. 9. New Packaging Design Diet Rice

All our respondents are agreed that once the concept for the new package is need to develop. In that way Diet Rice can make sure that there is alignment between product, packaging and the brand platform and that the communication sent to the consumer at point-of-sale. In order to build a brand value from packaging design, Diet Rice will repackage with the Sacks design at the first phase. This design cost is also cheaper than the other packaging design, so it can be fit for start-ups business. With improvements in the field of functional and materials of

the packaging, this design is expected to be able to build brand value that related to Diet Rice target.

And for the next phase if the business and financial condition has stabilized, Diet Rice will produce Composite Can packaging to enhance brand equity of the Diet Rice itself, based on data, this design has the highest average value.

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