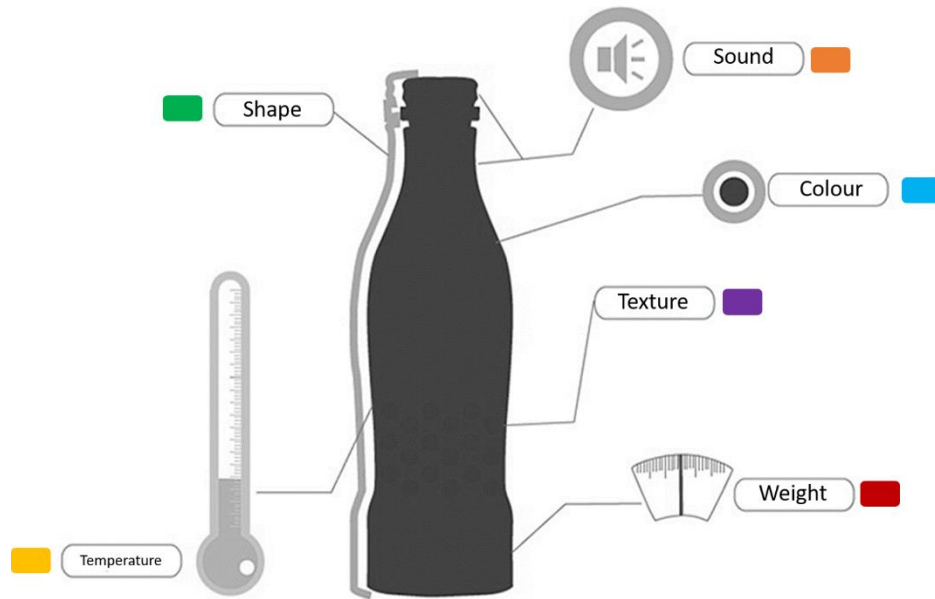


# Multisensory experience design through food and beverage and home and personal care packaging: Engaging your customers through their senses

## **Background and aims**

It has been many years since the packaging of food and beverage and home and personal care products was solely focused on portion control and product protection and preservation. Nowadays, a product's packaging is considered a powerful marketing tool and a means for designing the product experience. In other words, packaging is now recognized as a crucial element in the marketing mix. Regardless of the industry or product category, packaging serves as a credible source for product claims and communications. However, not all packaging is designed to take advantage of this opportunity. In fact, many companies fail to effectively engage potential and existing customers through their packaging. Therefore, it is important for companies to carefully consider their packaging development strategies and adopt a systematic framework for creating appealing, engaging packages that enhance the overall product experience.

The interactive two-day workshop offers a fresh perspective on packaging. Specifically, the workshop will provide participants with up-to-date practical knowledge and guidelines on designing multisensory packaging in the food and beverage and home and personal care categories. Multisensory packaging design, also known as synaesthetic packaging design, refers to the approach that considers the various sensory aspects of a package (refer to Figure 1) and leverages the interconnectedness between the senses.



**Figure 1.** Different sensory characteristics associated with packaging, that can influence experiences.

### What is multisensory packaging?

Just imagine any food and drink packaging. The visual attributes of the package, such as color, shapes, typefaces, and images, along with its textures, sounds, and even smells, can have significant implications for the expectations and experience of food and drink products (see Figure 1). Packaging shapes, for instance, not only help us identify food products but also provide general information about the expected taste. Researchers have indeed demonstrated that most people associate round shapes with sweet tastes and angular shapes with sour and bitter tastes. In fact, the contours of round and angular food packaging appear to influence our expectations of the sweetness or sourness of a product.

The shape of a product's packaging or the design elements, such as fonts, are not the sole features that impact product expectations and experience. Utilizing congruent color features (hue, brightness, and/or saturation) that align with the brand meaning and the product's flavor can facilitate product search on supermarket shelves. Even the sonic attributes of packages (yes, the sound they make when interacted with!) and their textures can contribute to branding and product experience. Considering all these aspects, it is crucial for brands to design

packages that engage consumers' senses, thereby guiding their emotions, evaluations, and sensory expectations of products.

Significantly, as technology advances and electronics become more compact, the packages of the future, along with their extensions, will incorporate various new multisensory features. For instance, some already available products have packages with augmented reality functions and/or the ability to transform into basic virtual reality headsets. These innovations, when combined with a cell phone, enable the design of novel eating and drinking experiences. By recognizing the systematic connections that exist between the senses, these emerging technologies will revolutionize how we interact with and experience food and drink products.

### **Aims and outcomes**

The primary objective of the workshop is to provide members of the Norwegian grocery association with a fresh perspective on packaging in the context of food and beverage and home and personal care. The workshop aims to equip them with state-of-the-art knowledge about multisensory design and provide a design framework for packaging consideration and design. It will commence by introducing the concept of multisensory experience design, particularly in relation to branding and packaging.

Following that, the workshop will explore the question of "what we design for" and present relevant guidelines. The customer journey framework will be introduced, emphasizing how packaging can strategically influence each stage of the journey. Subsequently, the workshop will delve into representative knowledge and guidelines regarding the impact of different multisensory packaging features on consumer perception and behaviour. Attendees will learn a framework for multisensory design that considers the interplay between the senses and the various moments of experience with a product and its packaging.

In the practical segment, participants will have the opportunity to apply the insights gained from the workshop. They will be divided into different groups, each tasked with designing packaging that caters to the different senses. Finally, the workshop will conclude with a discussion on emerging technological trends that can be leveraged in the design of customer experiences through packaging.

## **Topics and outline**

### **Day 1: State of the art**

- 9:00-9:15am: Welcome by Lars.
- 9:30- 10:30am: Introduction to multisensory branding and packaging experience design.
- 10:30-10:45am: Coffee break.
- 10:45-11:45am: Consumer-packaging interaction: The customer journey and the role of packaging.
- 11:45-13:00: Lunch
- 13:00-14:00: Guest lecturer, Camilla Martinussen.
- 14:00-14:20: Coffee break
- 14:20-16:00: Designing packages that engage the senses. State of the art and guidelines: Insights from research and practice on visual, sonic, tactile, tasty, and smell packaging.
- 16:00-16:30: Wrap up by Lars.

### **Day 2: Hands-on day and design frameworks**

- 9:00-9:15am: Welcome by Lars.
- 9:30- 10:30am: A framework for packaging evaluation and design with the senses in mind.
- 10:30-10:45am: Coffee break.
- 10:45-11:45am: Multisensory packaging design in light of new.
- 11:45-13:00: Lunch
- 13:00-14:30: Design your multisensory packaging
- 14:00-14:20: Coffee break
- 14:20-16:00: Multisensory packaging fair where each group presents their packages and justification.
- 16:00-17:00: Concluding remarks by Carlos and wrap up by Lars.

## **Carlos Velasco**

Carlos Velasco is associate professor at the Department of Marketing, BI Norwegian Business School (Norway), where he co-founded the Centre for Multisensory Marketing. Carlos received his D.Phil. in Experimental Psychology from Oxford University, after which he worked in a number of postdoctoral and consulting projects in Europe, Asia, and North and South America. His work is situated at the intersection between Psychology, Marketing, and Human–Computer Interaction, and focuses on understanding, and capitalizing on, our multisensory experiences and their guiding principles. He wrote the book "Multisensory experiences: Where the senses meet technology" (Oxford University Press), the edited the collection "Multisensory packaging: Designing new product experiences" (Palgrave Macmillan), and recently authored his first independently published non-science book "Your reality is a construction", the first original book written by a non-fungible token (NFT) fictional character, who is part of the metaverse of an NFT community on the Cardano blockchain. Carlos has worked with a number of companies from around the world on topics such as multisensory experiences, food and drink, branding, and consumer research. For more information, visit <https://carlosvelasco.info/>

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