



5 Five thoughts on packaging, branding, and COVID-19.

Consumer Packaged Goods are flying off the shelves with more people cooking and eating at home. Sales of organic skincare products are surging with people skipping facials and doing it themselves. Consumers are looking for ways to boost their immunities with homeopathic products, and calming therapies such as Adaptogen Herbs, CBD teas, and even essential oil candles.

During the COVID-19 crisis, I've noticed how the messaging from various natural product organizations is evolving. It seems like a long time ago—though it's only been a week or two—that we were getting inundated with emails stating: “we are here for you” and “we're in this together”. Along with topics about safe production and distribution. Reassuring messages are good to hear, but what can the smaller natural product company do to stay in front of their customer without coming off as opportunistic in this unprecedented time?

1. What about packaging?

Should you change your package design, or alter it, because of COVID-19? You don't necessarily want to make changes that won't outlast our current situation, since it takes a considerable amount of time for production to shelf.

2. Is your packaging already promoting the health and safety benefits

If you are lacking in that area, by all means, time for an upgrade. Of course, you have to stay within government guidelines as to what claims you can make.

3. Is your product helpful?

Keep in mind that shoppers nowadays have different mindset when going through the store or ordering from InstaCart. They are eating at home, less fast food and restaurant eating. They may be getting bored with what they're cooking and looking to change it up. Is it obvious in your packaging the value your product adds to enhance the repetitiveness of cooking at home so much?

If you produce organic personal care products, are benefits obvious to your consumer? Terms like soothing, restorative, relaxing, and stress relief may need to be highlighted during these tough times. If you're not already on the packaging, then certainly on e-commerce websites.

4. Will this crisis bring about lasting behaviors?

Let's assume that some popular restaurants will not reopen. Or, eating-out will return slowly. It might be the right time for a line extension based on research of consumer's new needs. Such as, including ingredients to make a bland dinner taste as good as your favorite restaurant makes.

If creating a line of "restaurant quality" meals is an idea that works within your capabilities, consider how it's packaged. A takeout container concept would most likely stand out on a grocery shelf.



5. Do you have e-commerce set up?

If not, now is the time to do so. Make sure consumers can get your product directly from you if they can't find it on store shelves.

Be sure to create high-quality visuals of your product that can be easily inserted into emails you are sending to buyers, brokers, distributors, and owners of small essential service retailers. Include links to your products with all the relevant information, including selling points. Do the same for emails sent directly to consumers.

Certainly, these suggestions and observations do not include everything that can be done. After all, we're still trying to figure it out, day by day. But perhaps these ideas will help you to start thinking in new ways to help your customers.

If you would like help implementing any of these suggestions, "we are here for you".

Contact us at: 310-489-8446, info@launch17.com, or visit Launch17.com.