Premium Elements & Premium Perception

Investigating the effect of premium elements on premium perception in food packaging design.

The guidebook consists of a set of guidelines aimed at aiding designers of Indian SMEs to design their package in premium way which invokes a sense of adding value to the consumers. The 12 guidelines are drafted for four brand elements used in package design: Color, Logo, Illustrations and Font. These brand elements are categorized under three premium elements: Authenticity, Differentiation, Superior quality. The redesigning phase happens in three levels, where with each progressing level you intensify the application of premium elements to create a better premium design than the previous one.

What are premium elements?

Authenticity: Authenticity is the first of the three, as packaging design usually begins with the specific character of the brand; the premium perception of packaging is based on an honest, genuine, and trustworthy character.

Differentiation: Differentiation comes second in creating premium perception, aligning with authenticity while distinguishing itself from the competition. As per focus groups, being unconventional and different gives the product a confident appearance and makes it more trustable.

Superior quality: This is described as the effort put into designing the elements, the craftsmanship, and the story these elements tell (Individually or combined). This fine detailing of superior quality has significant impact on premium perception

What are brand elements?

Color: Color is the most crucial brand element amongst the four. It has the highest impact on premium perception amongst the four brand elements discussed.

Logo: Logo/branding has paramount importance in a package's recognition, loyalty and brand awareness. Hence, by making sure that the logo is tweaked according to the guidelines of the booklet without losing it's brand recognition is vital.
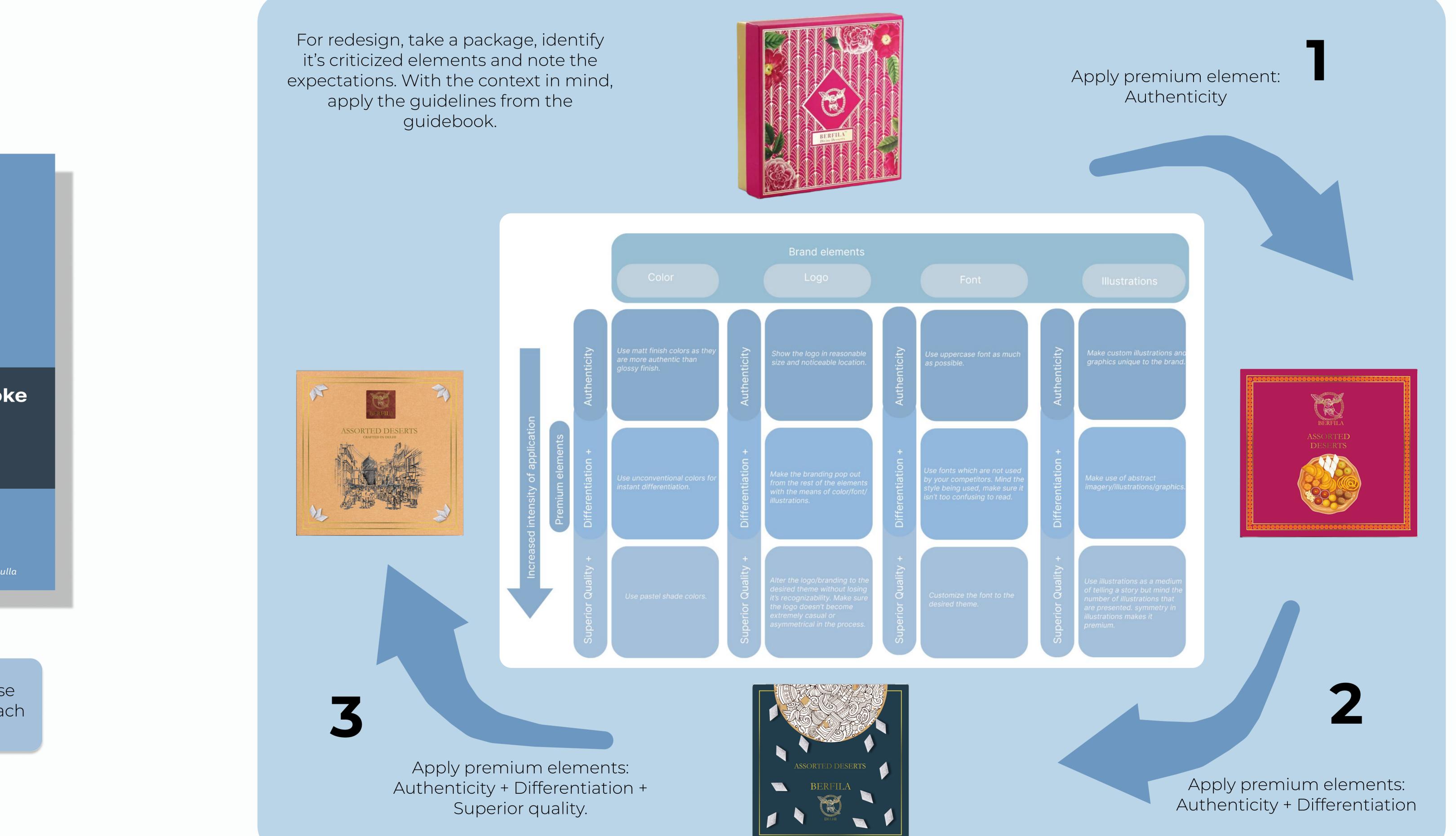
Illustrations: Illustrations are the key to telling a story, expressing effort and subtility, which are considered premium for a package. Illustrations can come in handy while conveying themes or limited edition's of your product.

Font: When looked at individually, it might not have a significant impact on the premium perception, but it is strongly correlated with color, and it impacts the readability of the text, which impacts premium perception.

Directions of use:

- First step to redesign a package is make it authentic. Use the guidelines drafted for the four brand elements categorized under the premium element authenticity.
- Next, intensify the application of guidelines by adding another premium "Differentiation" element to the second design to make the package more premium.
- Finally, maximize the application of guidelines by adding the final premium element "Superior quality" to the final design. Use the guidelines under "Superior quality" for best results.

Venkata Sai Mogulla

Premium elements & Premium perception:
Investigating the effect of premium elements on premium perception of food packaging to design better.

23.08.2024
MSc. Strategic Product Design

Committee:

Chair: Dr. Ellis van den Hende
Mentor: Ir. Sijia Bakker- Wu

Faculty of Industrial Design Engineering

Delft University of Technology