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Patterns™

about design in consumer packaging



Organizers & Calculators

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about design in consumer packaging

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Contents

Environment	5
Brand Personality	6
Shelf Presence	7
Contrast	8
Absent Branding	9
Features and Benefits	10
Comparison	11
Conflicts	12
Simplicity	13
Typography	14
Hierarchy	15
Future Change	16

Organizers & Calculators

Introduction

If you're a brand manager, marketing professional, package designer or student about to begin early stages of a brand or package design initiative, it's essential to be aware of context. R.BIRD "Patterns" are published reports based on our observations and professional experience that provide basic insight into common practices within a given product category. For each observation there are proposed opportunistic responses.

Method

Armed with digital cameras and note pads, our designers visit retail environments to photograph and observe product presentation in its natural habitat. We then purchase a selection of examples and bring them back to R.BIRD for closer study in search of common design threads and patterns of opportunity throughout the category.

Conflicts



Conflicts

These products are called “Personal Organizers” and “Wizards.” Yet the packaging, features and even the products themselves “feel” more like IMpersonal and DISorganized.

Response

The promise, the product, the package and language should be completely harmonious – all in mutual support of each other. A visual communication redesign is clearly in order. Other considerations: Renaming. Meaningful model numbers. Simplified industrial design.

Simplicity



Simplicity

Xerox and Casio are a step ahead of the competition. Branding is primary. Packaging is bold and simple with great contrast to the environment. Even the industrial design of the products are in harmony with the visual language. Symbology is unified and consistent. In a quick glance, customers can be confident of these product lines.

Response

The bar has been raised. If your products are not competing at this level or higher, it might be time to start thinking about a refresh.

Future Change



Future Change

Though, we cannot, authoritatively, take credit for changes made since this report was first published, some of our observed recommendations appear to be in practice. We applaud the efforts made to enhance product presentations through improvements in color, communication and systematic architecture.

Response

As this category inevitably shrinks due to integration in everyday devices such as cell phones, computers and website apps, marketers will need to fight even harder to capture consumer attention and communicate a clear and compelling reason to buy in the physical world.

Benefits and features will be important differentiation in what is quickly becoming an homogenous field of entry-level expectations.



Keywords & Brands

A

architecture 16

B

benefits 10

Brand

Canon 17

Casio 5, 6, 13, 14, 15, 16, 17

Franklin 5, 6, 14, 15

HP 16

Rolodex 14

Royal 14

Sharp 5, 6, 7, 11, 12, 14, 15,
17, 18

Staples 16, 18

Texas Instruments 5, 6, 8, 11,
14, 16, 17, 18

Xerox 8, 13

C

Calculators 1–19

change 16

color 7

comparison 11

conflict 12

contrast 7, 8

E

environment 5, 7, 9

F

features 10

H

hierarchy 15

L

line consolidation 16

O

Organizers 1–19

P

personality 6

Q

quality 6

S

simplicity 13

symbology 10

T

typography 14

V

visibility 9