

THE 10|5|1 FORMULA™

DOES YOUR PACKAGING MEASURE UP?

Every new product has an uphill battle to fight. Alone on a shelf with noisy competitors all around... it's easy to get lost in the fray. Our job is to make sure we send your product into battle with the right armor.

To make sure that happens, we came up with the **10|5|1 Formula**.

Based on the distance between package and customer, the 10|5|1 Formula takes into account different selling criteria, competitive factors and customer behavior at each point of engagement. The ideal result being a product package that draws the customer in, interrupting them as they pass, engaging them as they close in, and informing them as they make their final buying decision.

This graphic provides a basic overview of customer needs and a few pointers on how to better address them at each engagement point.

10FT



INTERRUPT

Customers are surveying the aisle – connecting with products that catch their eye and deciding which ones warrant a closer look.

Contrast, color and brand familiarity play a heavy role here.

5FT



ENGAGE

At 5FT, shoppers are sifting through key features. They are skimming bullet points – looking for the buzzwords that address their want or need for this item.

Competing at 5FT is critical.

1FT



EDUCATE @ 1FT

Dive into the details.

What makes you better?

Keep tech talk user appropriate.

Anticipate the buyers questions.

This is your Elevator Pitch.

INFORM



You've made the short list. Now give them details. Answer their questions and concerns. Tell them why your product is better, different, unique?

The finish line is in sight. Be simple and direct.

STAND OUT @ 10FT

Road trip the retailers.

Compare and contrast.

Explore beyond your category.

Think bold. Think different.

Be the "What's-Not-There."

PRIORITIZE @ 5FT

Use graphics and photos in bold, interesting ways.

Primary selling points first.

Differentiators second.

Icons are your friends.

At 5FT, it's your word against theirs...