

Infographic: Design Dictates Winners in the Beverage Aisle

Affinnova

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Published on Food Manufacturing (<http://www.foodmanufacturing.com>)

Package Design

is the Secret Weapon for Winning the Beverage War

As America's thirst for soda wanes, consumers are now flocking to soda-alternative beverage categories, including energy drinks, flavored enhanced waters, sparkling water and liquid water enhancers. In this fast-growing and fiercely competitive new beverage market, package design, not advertising dollars, makes the difference in brands winning the battle on the shelf.

Traditional Marketing Strategies are Weakening



Advertising Fails to Deliver Market Share

■ Advertising Dollars Spent 2012⁴ ■ Market Share Gain 2012-2013⁵



Package Design Now Holds the Power



The New Competitive Reality in the Beverage Aisle

Leaders

Leading brands should strengthen package designs to counter-act threats from newer, upstart brands or risk falling behind.

VS.

Newcomers

In order to take on the beverage giants in soda-alternative categories, newer brands will need to prioritize package design.



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Overall, soda volumes fell an estimated three percent in 2013, the ninth straight yearly decline and more than double the 1.2 percent decline in 2012, according to *Beverage Digest*. Propelled by a growing interest in "better for you" beverages, consumers are now flocking to soda alternatives, including flavored enhanced waters, energy drinks, sparkling water and liquid water enhancers. **(Affinova)**

Brand Characteristics



X


HEALTHY
FRESH
FLAVORFUL
FUN

✓




PACKAGE DESIGN IMPROVED BRAND

So, Who are the Package Design Winners and Losers?




In a category usually dominated by "macho brands," Starbucks' designs offer consumers a softer alternative. Its brands are highly associated with "health," "premium" and "refreshing."




With a striking central image, Venom leads the charge in grabbing and holding the attention of consumers, beating out category leader Red Bull as well as Coke's and Pepsi's energy drink offerings.

The Up-and-Comer Starbucks

The Bad Boy Venom



Despite inventing the sparkling fruit juice category, Oragina's package design loses points across the board for brand characteristics like "refreshing," "spirited," "fun," and "unique."



Sparkling ICE is using effective package design to overcome limited distribution and advertising support, beating out long-established category leaders such as Perrier.

The Tired Classic Orangina

The Dark Horse Sparkling ICE

Actions for Marketers



Actively monitor your package design by using design audit technology to gauge competitive threats and changing consumer perceptions.

When undergoing a package design change, make sure you are **leveraging technologies** that allow you to fully capture feedback in identifying the best designs.

A good design must perform well in three key areas - **stand out, brand equity and conversion**. Make sure your new designs measure up before launching to market.

Get the full report here: www.affinova.com/beverageaisle

Affinova is a global marketing technology company that dramatically improves innovation and marketing success rates. Powered by Affinova's optimization algorithms and predictive analytics and insights, marketers can explore a substantially wider creative space of product, advertising and design ideas, quickly identifying which will perform best in the market.

SOURCES:
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Read: [Learn Why Package Design is Key to Winning in the Beverage Aisle](#) [1]

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