

HOW DESIGN LIVE: THE DIELINE PACKAGE DESIGN CONFERENCE
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SMALL BUDGET, BIG IMPACT.

Speaker: Yael Miller, Principal. Miller Creative LLC, NJ

Start-ups and small companies often have BIG ideas and small budgets. But getting resourceful with a smaller budget doesn't mean cutting creative corners.

Here are techniques for creating maximum impact within the constraints of a small budget.

Through examples of real work, you'll discover field-tested ideas for keeping costs down (and creativity up) on your next brand building or package development project.

IDEA #1: CONSUMERS REACT TO TOUCH

IDEA #2: SMALL = BIG APPEAL

IDEA #3: COLOR IS YOUR FRIEND

IDEA #4: BE DISRUPTIVE

IDEA #5: LABELS CAN BE VERY USEFUL

IDEA #6: SHARING IS KIND. AND SMART.

IDEA #1: CONSUMERS REACT TO TOUCH

Case Study: Shirah Wine, Power to the People

What? We hot-stamped the design on a specially sourced velvet-like paper with transparent smoke-colored foil. The resulting black-on-black label begged to be touched.

Result: The eye-catching label helped opened doors with important distributor connections and thrilled their rapidly growing fan base.



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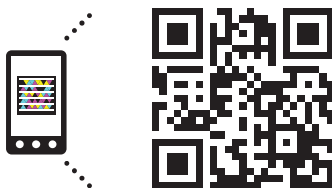
“Find something new to print on. Use texture and unexpected materials to create impact. A little extra research and legwork goes a long way.”

IDEA #2: SMALL = BIG APPEAL

Case Study: Drake & Lou Jams

What? Letterpress labels were printed in 2 colors. We left some areas open for hand-written or stamped info so the client could tailor the details per flavor/batch.

Results: The jams are selling beautifully in local markets and on Etsy. They convey “small batch” because of the handwriting. We didn’t have to cut a single corner and got letterpress labels, too.



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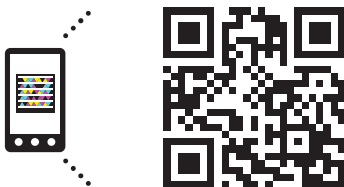
“Building handcrafted touches into a design is an asset for small-run packaging and labels. People love ‘real’ hand-made. Embrace a brand’s smallness as a virtue.”

IDEA #3: COLOR IS YOUR FRIEND

Case Study: Beautao

What? Although there was a limited design budget, we pushed the limits with exuberant use of contrasting Pantone colors on every box.

Results: The packaging won design awards and a lot of publicity in print publications, plus enthusiastic response from drugstore buyers.



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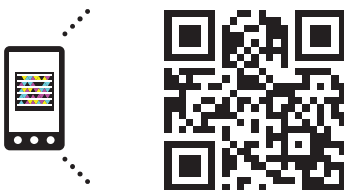
“Edgy color choices scare some clients. But, bold color combinations are the ticket to getting noticed. No client of ours has ever regretted the bolder road not taken.”

IDEA #4: BE DISRUPTIVE

Case Study: Olli Salumeria

What? By studying what the market wasn't doing, Olli reinvented an entire category. The packaging features bright, refreshing colors like no one else was doing in the deli case.

Results: In a span of just one year, Olli has attained the distinction of Whole Foods Best New Vendor of the Year. Aside from making excellent salumi, they attribute a fair portion of their success to the brand's appearance.



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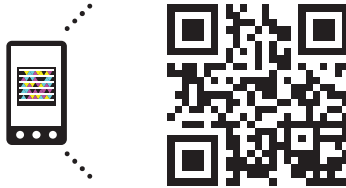
“Look at a market space that has gotten too comfortable with itself. Do something fresh where everything is stale. You're guaranteed eyeballs (and sales).”

IDEA #5: LABELS CAN BE VERY USEFUL

Case Study: Crepini

What? We printed a single universal design on custom kraft-paper boxes. The flavors were expressed on labels which wrapped from the bottom edge, front-to-back.

Results: The client got a custom box without having to order six different versions in their first run, getting a better price for printing, while still allowing for various flavors. This was a great first step in custom packaging for an emerging brand.



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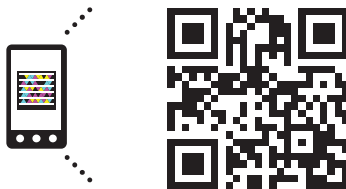
“Going semi-custom is a great way for an emerging product brand to get their line on shelves without over-investing in packaging.”

IDEA #6: SHARING IS KIND. AND SMART.

Case Study: Elyon Marshmallows

What? Several flavors of marshmallow bags were printed at the same time. We devised a way for key brand graphics and colors to share printing plates. Tricky, but well worth it.

Results: We reduced the number of printing plates from about 18 to 9 plates saving the company over \$4,200. The packaging still had enough variation between SKUs to look great on shelves.



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“Being a smart production artist is valuable to the bottom line. Plate sharing is a technique that saves money. Your clients will love you for it.”
