



Marketing in the Digital Age

BRANDING & PACKAGING

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MARKETING

Traditional Marketing

- Hyper Markets
- Print ads, Billboards, TV, Radio

Online Marketing

- Digital marketing
- E- Commerce, Apps
- Price – Price – Price

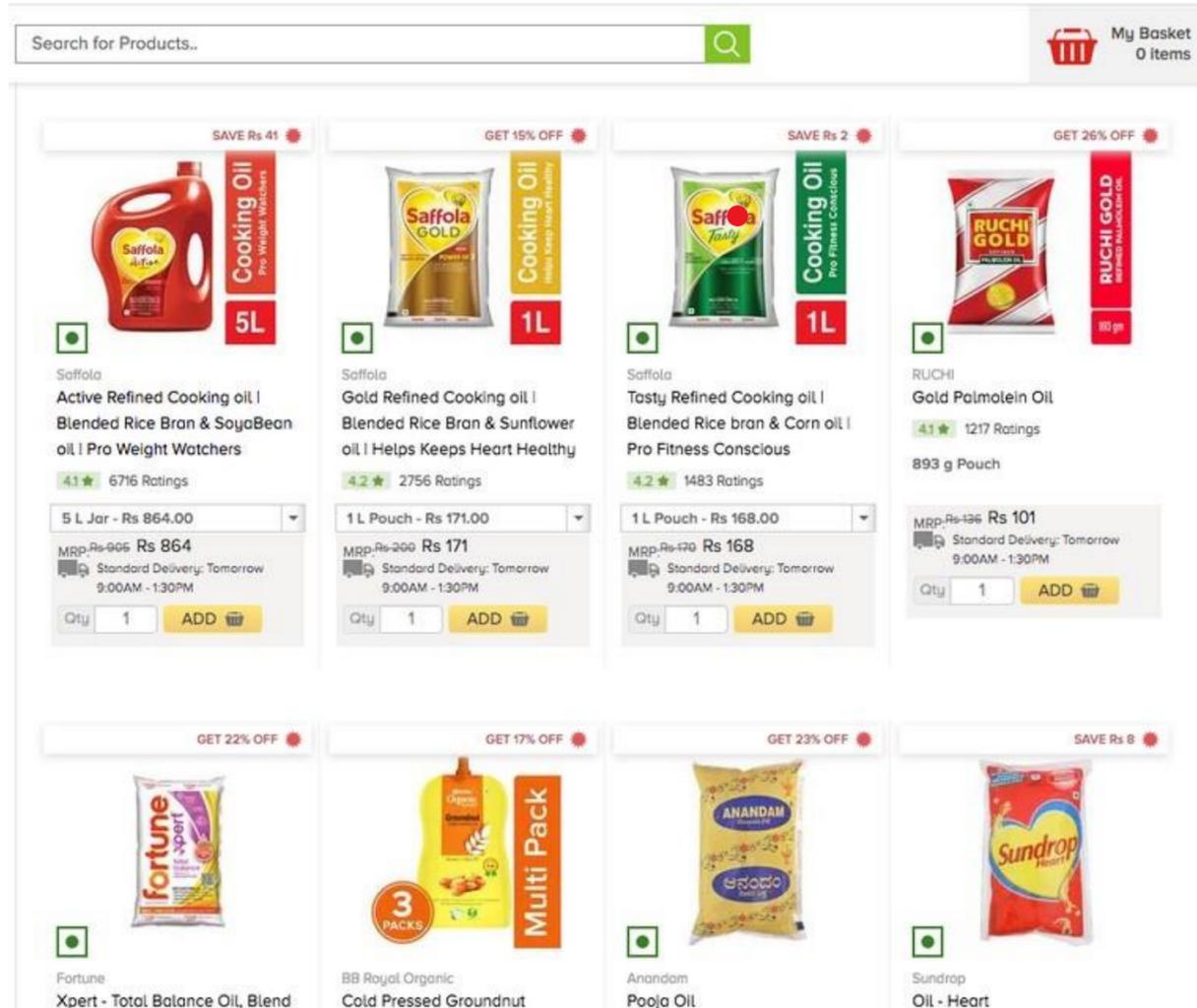


Sensory Marketing



Sensory Involvement

- Sight, Touch, Smell
Taste, Sound



Online Marketing

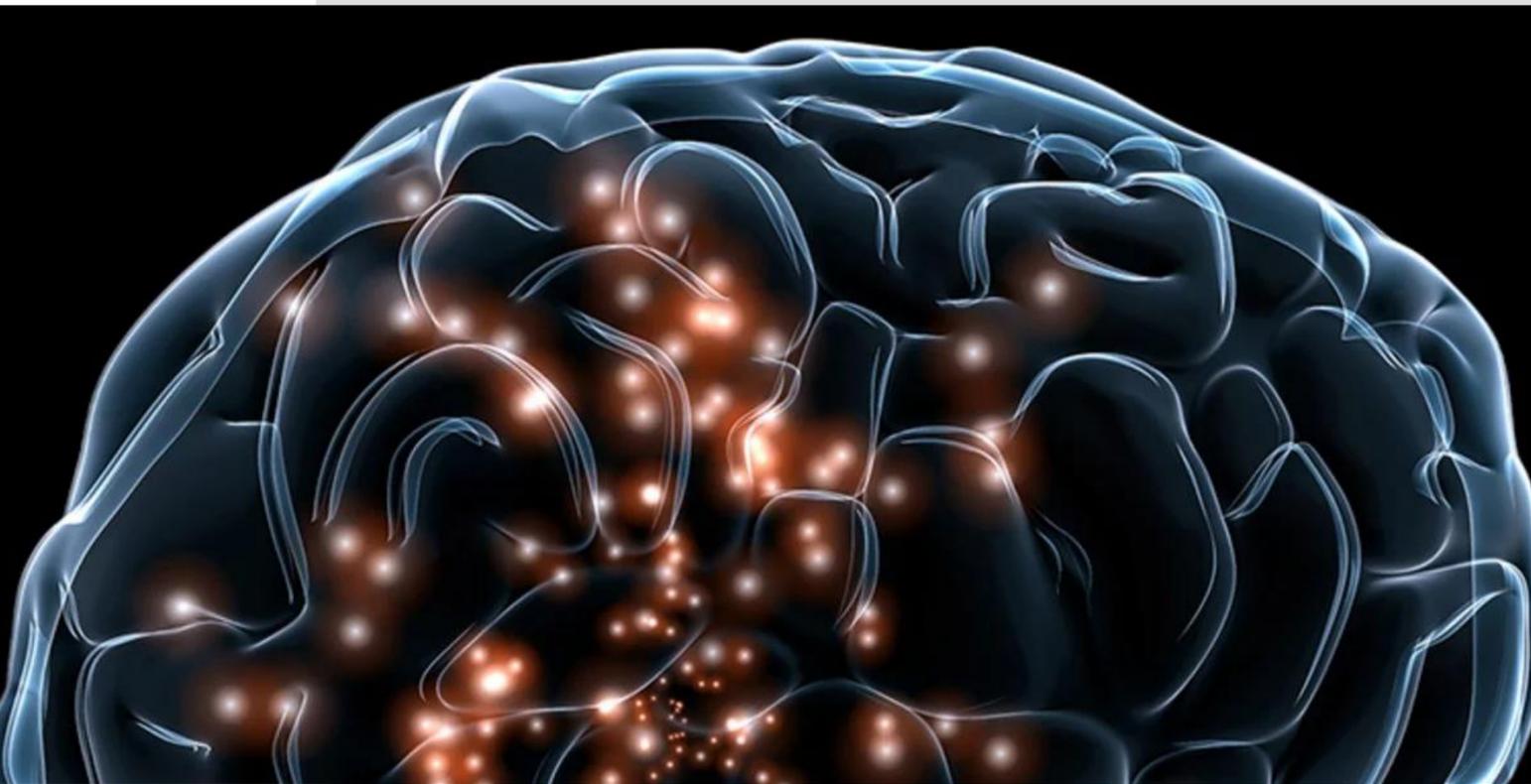
Only images of the product available

No Sensory Involvement

- No Touch, No Smell
- No Taste, No Sound
- Only Visual



Brain Activity



Product Shown
Reward Centre Lights up



Prof Brian Knutson - Stanford University





Brain Activity



Price Shown

Pain Centre Lights up



Prof Brian Knutson - Stanford University



FMRI – functional magnetic resonance imaging



Net Value = Reward - Pain



=



-





The Reward Centre Is Influenced By

Packaging

Content

To Produce
NET VALUE



Content



- Value Proposition
- Features
- Benefits that the consumers receive





Packaging

Does your packaging:

- Stimulate the reward point
- Express Product Benefits
- Communicate Your Value Proposition





Packaging and Digital Content

Major Influencers that make online shoppers

BUY

