



## BRAINSTORMING QUESTIONNAIRE

# HOW TO MAXIMIZE PRODUCT SALES WITH PACKAGING & BRANDING

A series of questions to spark conversation and fresh ideas among your team  
on how to improve your packaging and sell more!

*by Emily Page, CEO of Pearl Resourcing*

## 01 PLACING YOUR PRODUCT IN STORES

What types of stores currently carry your product or  
would carry it based on your packaging style?

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What type of packaging do you find in each store type?

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How could you package your product differently for each  
type of store so we would be a better fit?

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### STORE TYPES

- **BIG-BOX / SUPERSTORES:**  
Walmart, Home Depot, Ikea, Target
- **CLUB:** Costco, BJ's, Sam's Club
- **SUPERMARKET:** Kroger, Loblaw
- **BOUTIQUE:** Williams Sonoma, Lolli & Pops, local shops
- **CONVENIENCE & QUICK SHOPS:** Groceries, snack foods, confectionery, soft drinks, tobacco products, over-the-counter drugs, toiletries, newspapers, magazines, 7-11's, gas stations, CVS
- **PHARMACY STORES:** Walgreens, CVS, Rite-Aid
- **DISCOUNT:** Dollar General, Outlets
- **SPECIALTY SEGMENTS:** GNC, Starbucks, BevMo
- **DEPARTMENT:** Macy's, JCPenny
- **FOOD SERVICE:** Restaurants, hotels, bulk or individual servings
- **E-COMMERCE & CATALOGUE:**  
Amazon, Kickstarter, Your Website

“Emily organized the re-brand and product development of our signature frozen appetizer line over a 12 month period from inception to launch so we exceeded our sales goal by 3x within a year and strengthened our brand recognition.”

- T. Valentine, The Perfect Bite Co.

## 02 PLANNING WITH PLANOGRAMS

What category is your product being sold in now in each store/store type?

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Where on their planogram does your product sit? (Outer perimeter or inner aisles?)

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How quick is the sales velocity in that section?

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What other categories could you be in? What type of packaging, serving size, and prices define them?

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What different type of packaging could you create to sit in multiple and different locations on the planogram?

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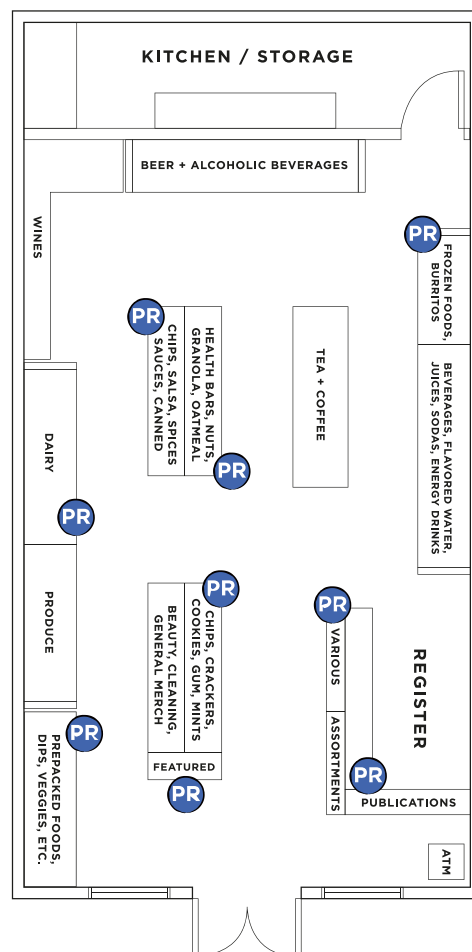


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### PLANOGRAM CATEGORY

- Fruits
- Breads
- Cereals
- Vegetables
- Bakery Products
- Meat Products / Fish Products
- Medicines / Supplements
- Soft Drinks / RTD
- Canned Juices
- Frozen Food

### PLANOGRAM EXAMPLE



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## THINKING OUTSIDE THE BOX SIZE

What is your current serving size? How is your product used in this size?

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When do customers want this size and how do they use your product?

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What would your product look like if it was in a different serving size? How could your packaging adjust to make it easier to use your product in that size?

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Where else could your product be placed in the store if it was in a different size? Why could this be good for your customers?

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How could this be good for a store/buyer? Why would they care and find this an answer to their problems or pain points in a day?

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### SERVING SIZE + USE

- Individual Serving
- Bulk
- e-Commerce Packs (easy to mail)
- Boutique
- Giftable Everyday
- Giftable Holiday (Christmas, Hannukah, Easter, Mother's Day)

## 04 PRICE IT RIGHT

What is the current listing price of your product in this category? What is your competitor priced at?

YOUR PRICE:

COMPETITOR'S PRICE:

### PRICING + VALUE

- Value / Discount
- Everyday
- Premium Offering

How does packaging reflect this difference or similarity in price or perceived value?

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Is your brand competing in the value, everyday, or premium category? Is that similar or different than the competition?

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How could you change your packaging to communicate different value and command a different price?

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How could this be good for a store/buyer? Why would they care and find this an answer to their problems or pain points in a day?

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## 05 CUSTOMER AVATARS

Why does a customer shop each store and category? Think about who they are, types of people, what they need, why they shop there, what their expectations are, etc.

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How does packaging support that need? What needs to be said on your artwork so you speak to the customer's interests?

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Your Customer Avatar:

AGE:

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GENDER:

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INCOME:

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GENERATION: Z, Millennials, X, Baby Boomers, Silent

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GENERATION (Z, Millennials, X, Baby Boomers, Silent):

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AGE:

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LIFESTYLE:

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GOALS OF YOUR CUSTOMER WHEN PURCHASING YOUR PRODUCT:

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GENERATION (Z, Millennials, X, Baby Boomers, Silent):

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USE AND NEED YOUR PRODUCT MEETS?

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WHAT NEEDS TO BE ON YOUR PACKAGING DESIGN TO COMMUNICATE HOW YOU MEET THEIR NEEDS?

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HOW CAN YOU CHANGE THE PACKAGING STRUCTURE TO MEET THEIR NEEDS?

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## 06 COMPETITION SHOWDOWN

What is your competition doing in your category?

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## 06 COMPETITION SHOWDOWN, continued...

What would be the opposite of their strategy? How can you do the opposite of your competitors to stand out?

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How could you modify your product to both belong in a category and stand out?

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### EXTRA CREDIT:

Take your team and walk the aisles of a target retail chain and take photos of the category you want to be in and what is on the shelf to have a stronger discussion.

## 07 STORE BUYER PITCH AND HOME RUN

What is a store buyer looking for when evaluating buying your product? What do they need to know in order to believe your product is better for their store than the competition's product?

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What questions would you have if you were in their shoes and buying products for a store? How can you prepare answers BEFORE your meeting to maximize time and ensure you close a sale?

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### HOW TO ACE THAT PITCH!

Things to Think About When Pitching

- Bring samples for them to taste and experience
- Examples of SELL UNIT full-color packaging (all sizes you offer)
- Examples of your product displayed on the shelf and various options for different spots on the planogram
- Case pack specifications
- Palletization specifications
- Costs tiered by quantities: minimum order quantity (MOQ), 1 pallet, full truckload
- Terms and Deals: Returns, breakages, buy-backs, promotions / coupons, slotting fees

**PEARL RESOURCING** is an international CPG branding & packaging design agency. We design and manufacture with your sales in mind so you stand out on the shelf.

**EMILY ANNE PAGE**, CEO, has over 15 years of product development experience, created and sold products to Costco, BJ's Trader Joe's, Williams-Sonoma, Dean & DeLuca, Kroger, etc., and knows what it takes to get a brand into big stores and successfully selling on the shelf.

