



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?

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

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

STORE TYPES

- **BIG-BOX / SUPERSTORES:** Walmart, Home Depot, Ikea, Target
- **CLUB:** Costco, BJ's, Sam's Club
- **SUPERMARKET:** Kroger, Loblaws
- **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?

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

How quick is the sales velocity in that section?

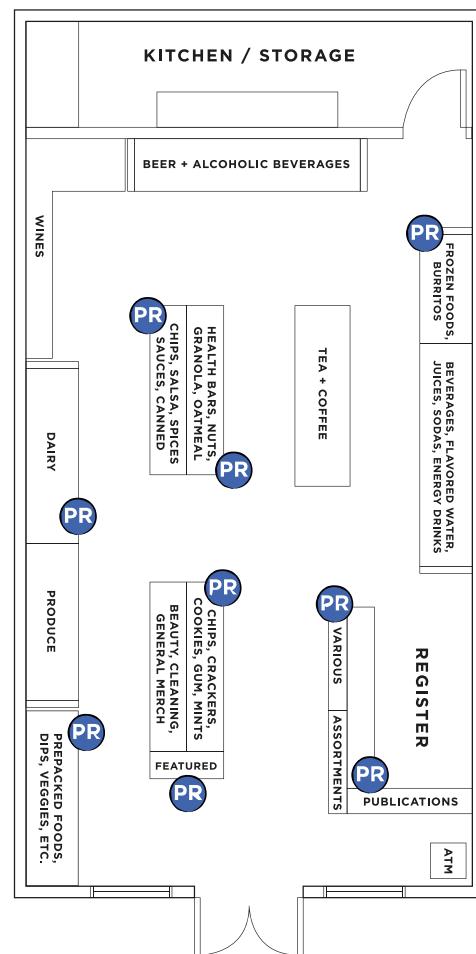
What other categories could you be in? What type of packaging, serving size, and prices define them?

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

PLANOGRAM CATEGORY

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

PLANOGRAM EXAMPLE



03

THINKING OUTSIDE THE BOX SIZE

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

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

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?

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?

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?

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?

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

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

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?

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.

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

Your Customer Avatar:

AGE:

GENDER:

INCOME:

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

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

LIFESTYLE:

GOALS OF YOUR CUSTOMER WHEN PURCHASING YOUR PRODUCT:

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

USE AND NEED YOUR PRODUCT MEETS?

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

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

06 COMPETITION SHOWDOWN

What is your competition doing in your category?

06 COMPETITION SHOWDOWN, continued...

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

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

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?

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?

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.

