

Creating The Sixth Sense of Packaging

In certain shopping categories, as much as **80% of all purchase decisions** are made at the point of sale.



The shelf is the point where the consumer meets the retailer, the brand and the product.

TODAY

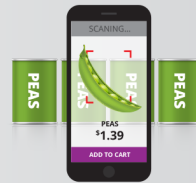
With the battle for consumer loyalty growing more aggressive, brands can **leverage packaging to engage consumers through their five senses.**

FUTURE

New innovations and capabilities for packaging will enable brands to augment the five senses to **create a "Sixth Consumer Sense"** – the next packaging evolution.



Finishing, shaping, holographic foils and high-definition printing create a wide range of visual effects to capture consumer attention.



The use of **AR (Augmented Reality)** to show what's inside the package, mobile applications to educate consumers and OLEDs that light up or change color could all bring new visuals to packaging.



Jars popping and beverage cans opening strongly resonate with consumers. The sounds convey product freshness and package integrity.



The employment of **micro-speakers** will allow brands to create new sound effects in response to a consumer's interaction with the package.



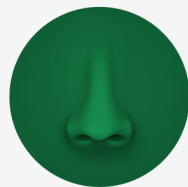
Enhancements such as **easy-open ends, tactile finishes and ergonomic shaping** can all heighten packaging.



Technologies that **warm products inside the container** or vibrate the package could further elevate consumer interaction.



Unique opening technologies allow the full aroma of a product to hit the consumer's senses right away.



The adoption of **fragrant finishes and new scent technologies** on the packaging itself can emphasize product flavors.



The **barrier to light and oxygen** created by metal packaging helps maintain product flavor.



The engagement of **unique sensors that can "taste" a product's freshness** will advise consumers whether the product is still fit to consume.

To learn more about how your brand can create the Sixth Sense, visit: crowncork.com/design-inspiration