



# PACKAGING & SHELF COMMUNICATION

## Packaging and POS that guide shopper choice

In retail, you rarely get a second chance. If the benefit isn't obvious, if the claim isn't believable, or if the shopper feels unsure, they don't buy. You'll notice that quickly in rate of sale. It also affects conversion online, because many decisions start on screen before they happen in store.

Packaging and shelf communication are your "always-on" sales tools. When they are built from clear foundations and executed with strong design and copywriting, they help shoppers decide with confidence. That is why investing here can improve performance without relying on constant promotion.

## Who this is for:

This service is for product managers and marketing leads who are:



**Listed but not selling** (the product is good, but the pack is not doing enough work)



**Launching a new product or range** and want it to land first time



**Blending into the category**, with no clear standout or reason to choose

## What you get:

You get the strategic messaging and the finished creative execution, brought together as one cohesive design.

1

A clear message structure: what the shopper needs to understand first, what proof they need next, and what reassurance removes doubt.

3

Packaging that communicates the benefit quickly and credibly, with design and copy working together.

2

Shelf communication (POS) that is chosen with intent and does a single job well, rather than adding clutter.

4

A coherent system across pack, POS and digital, so the story stays consistent and the work compounds.

The goal is straightforward: help shoppers choose faster, improve rate of sale, lift conversion, and strengthen the confidence behind a listing pitch.



# How the process works:

Align

Message

Design

Rollout

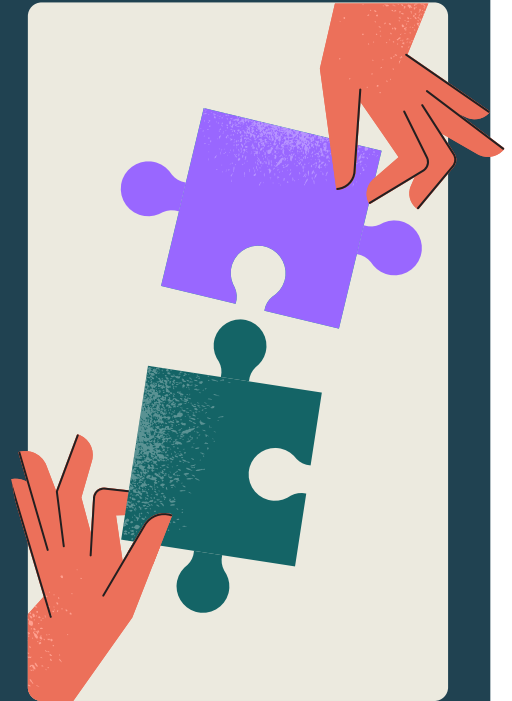
## Start with a clear foundation

Before you can improve performance, you need a clear base. When foundations are fuzzy, packaging tries to say everything at once. That is when benefits become unclear, proof gets buried, and shoppers hesitate.

In this stage we align the essentials that packaging and POS must express:

- Who the product is for (in real terms, not overly broad audiences).
- The primary benefit (what changes for the shopper).
- The reason to believe (proof points that feel credible in your category).
- The competitive context (what you are up against on shelf).
- The in-store reality (where the decision happens and what the pack must do unaided).

**Outcome:** A clear foundation that makes creative decisions easier, faster, and more commercial.



Align

Message

Design

Rollout

## Build a hierarchy that sells

Shoppers do not read packs like brochures. They scan. They compare. They look for reassurance. Message hierarchy is what makes that behaviour work in your favour.

We create a structure that lands in three moments:

- **At a glance:** The one cue that tells the right shopper “this is for you”.
- **Close up:** The key benefit and proof, made easy to absorb.
- **In hand:** The reassurance that removes final doubt.

This is also where we solve the most common performance issue: **people not understanding the key benefit quickly enough.**

### Single SKU vs range

- For a **single product**, you can often carry more nuance.
- For a **range**, the system has to work across SKUs so shoppers can understand the difference quickly and choose confidently.

**Outcome:** A message hierarchy that improves clarity, belief, and speed of decision.

## Turn the message into finished creative

This is not a set of instructions. This is where the strategy becomes the executed work.

Packaging succeeds when design and words agree. A beautiful pack with vague messaging looks premium but does not convert. Strong claims buried in clutter do not land. Too many messages make nothing believable.

We create packaging and shelf communication where:

- The promise is clear
- Proof is visible
- The design makes the hierarchy effortless to follow

This includes the craft that makes the work perform: considered layout, typography, colour, brand cues, and copywriting that is specific and credible for your brand and category. We don't work in isolation, your product experience and knowledge are invaluable and we ensure your buy-in at every stage.

**Outcome:** Finished creative design that is ready to use, not just recommended.

## Make it work in the real world

Retail is complex. POS is not guaranteed. Space varies. Bays change. What is approved one month may disappear the next.

So we work in a practical order:

1. Make sure the pack sells on its own.
2. Where POS is possible, use it to reinforce and guide.

### POS: Choose the right vehicle for the job

POS works best when it does one clear job. We start with the moment and decide what the shopper needs, for example:

- Stop and notice
- Understand quickly
- Compare simply
- Feel reassured
- Take action

Then we choose the lightest shelf communication that can do that job properly. The aim is to help, not shout.

### Digital translation

Even when the purchase happens in store, the decision often starts online. Thumbnails reduce what is visible, details can get lost, and proof often shifts to reviews, FAQs and demonstration content. We make sure the same message system works across pack imagery, online listings and supporting content.

**Outcome:** A coherent roll-out across pack, shelf, and screen, designed to improve conversion and rate of sale.



# What's included:

Exact scope varies by brand and category, but typically includes:

## Packaging

- Packaging design for your product or range (finished creative)
- Copywriting support for pack messaging and proof
- Print-ready artwork preparation and handover (as required)

## Shelf communication

- Shelf communication concepts and designs chosen for the job they need to do
- A small, coherent set of assets that reinforce the pack and speed up decision-making

## System and consistency

- A message hierarchy that keeps the work consistent across channels
- Guidance on how pack and POS should work together in-store, and how it translates online

If you have existing brand guidelines and assets, we build from them. If foundations need tightening, we address that early so design is not guesswork.

If packaging and shelf comms need regular updates across the year, Ongoing creative support keeps it consistent without starting from scratch.

## Budget:

### Typically from £5k

Budgets vary because the scope varies. The biggest drivers are:

- **SKU count:** Single product vs a multi-SKU range
- **Photography/illustration needs:** Whether new assets are required
- **State of foundations:** How clear the message and proof are at the start
- **Speed:** How quickly you need to move, and how much is rolling out at once

We will recommend the lightest build that can do the job properly, with clear boundaries on what's included.



## Next steps:

If you suspect packaging or shelf communication is limiting performance, the quickest way forward is a short call to understand the product, the retail context, and what's currently getting in the way.

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