

# The Branded Packaging Experience

Packaging can provide additional value to the customer, creating memorable and shareable experiences



The term branded packaging experience gets thrown around a lot in the retail packaging industry, but what does it really mean? Delivering a branded packaging experience means carefully selecting packaging that best represents your brand and helps create memorable and shareable experiences. The importance of providing that “wow” moment to customers through a branded packaging experience is becoming increasingly valuable to help brands differentiate themselves amongst competitors.

Providing quality packaging that delivers a branded packaging experience can require an investment that may seem difficult to justify given the pressure placed on retailers to reduce expenses and maintain profit margins. However, customers are more likely to make repeat purchases, especially from online retailers, if premium packaging is used, which can help elevate a customer’s overall lifetime value to a retailer. In fact, according to the [2013 eCommerce Packaging Survey](#), 52% of customers are likely to repeat purchases from online vendors that deliver premium packaging. Not only can repeat purchases increase revenues, it can also help reduce acquisition costs as it can cost [6 times more](#) to attract a new customer than retain one and loyal customers can be worth up to [10 times the value](#) of their first purchase.

Delivering a branded packaging experience can also be important for showcasing and marketing your product and brand. Almost [40% of customers](#) have said that they would share an image of their purchase on social media if it was delivered in a unique package. So not only can quality packaging result in repeat purchases, but it can also help promote brands through online social media sharing. There are years worth of unboxing videos available on YouTube that receive over [1 billion views every year](#). Views of unboxing videos center around the unpacking process and can introduce new customers to a brand, helping to increase their purchase intention. A first impression only takes [1/10 of a second](#) to form so having quality packaging that can deliver that “wow” moment to customers is essential. It can lead to repeat purchases, social media sharing, and ultimately elevate the perceived value of a brand.



## Industry Spotlight: Paper Eskimo

Paper Eskimo is a great example of a company that understands the power of delivering a branded packaging experience. Paper Eskimo provides trendy and unique party supplies to its customers. To deliver a consistent message to customers, Paper Eskimo works to deliver trendy and unique packaging as well, providing a quality branded packaging experience. Paper Eskimo’s e-commerce packaging includes different pieces like a box liner, sticker and thank you card that are on-brand with their product delivery. When customers receive their Paper Eskimo order, they get a personalized package that communicates the brand value of Paper Eskimo and delivers a memorable and shareable moment.

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