

Creating an Unboxing Experience

Quality unboxing experiences can delight your customers and spread the word via social media



There are millions of unboxing videos available to watch on YouTube alone. Unboxing videos include a consumer unpacking a product they've recently purchased and how they interact with the product. There are so many unboxing videos that it's important to elevate your brand image and one way to do that is through the thoughtful design of your packaging. Quality packaging can enhance the unboxing experience and help lead to more sharing through social media, which can enhance your brand value.

YouTube, Instagram or other social media platforms are often stops along the way in a customer's path to purchase. User-generated content is a great way for satisfied customers to share their experience with other prospective customers. Unboxing videos help to educate and engage viewers as they look for product information and make a purchasing decision. [62% of people viewing an unboxing video](#) are doing so with the intent to eventually purchase, so it's important that your product packaging helps deliver on the value of your brand.

So, what type of packaging can help promote your brand in an unboxing video? The packaging is important because it helps form that first opinion of your brand a product to a prospective customer. It should be consistent with your overall brand image and help showcase the value of your brand. Multiple layers to your packaging such as tissue or folding boxes within bags can help create an element of surprise and showcase your product. Adding touches like thank-you cards or other messages can help create personalized experiences worth sharing for your customers.

Classic PKG Direct is happy to help with any of your packaging needs. Building out a coordinated packaging program that can surprise and delight your customers can lead to higher customer satisfaction and earned media through social media sharing. There are many different packaging elements that can be incorporated into your program to elevate the customer experience and enhance your brand's value and overall perception.



Industry Spotlight: TNA

TNA is a fashion sport and activewear brand focused on wear-everyday staples and comfortable fabrics. TNA is a brand within Aritzia's group of brands and has 8 branded retail locations across Canada. TNA partnered with Classic PKG Direct to develop a coordinated packaging program to "wow" their customers. The packaging design is consistent throughout and has nice, personal touches like "TNA-nk-you" cards. Unique elements and attention to detail can make a huge impact on customers and lead to brand loyalty and social media sharing. TNA has done a great job to showcase themselves as a high-quality and fun brand, which is supported through their packaging decisions that deliver a quality unboxing experience.

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