




**2017**

**產品包裝  
設計趨勢**

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# 強化自身品牌形象的獨特性 讓品牌從市場中脫穎而出

建立辨識度高、具有強烈吸引力的品牌形象，  
使消費者自主建立起對品牌的認知與信賴度。

# NO. 1

## 數字包裝印刷的革新和興起(DIGITAL EVOLUTION)

\$5  
8 fl oz. Bottle

For orders of 12 bottles or more.

Share a **Coke** with  
**Familia**

Buy Your Own Personalized Bottle

Buy Now

Bulk Orders

Celebrate Birthdays



# NO. 2

## 綠色環保生態化包裝

(MORE THAN “JUST” GREEN PACKAGING)



IN STORE\_



AT HOME\_



READY TO SEND\_

# NO. 3

「少即是多」 包裝透明化精簡化  
(SHOW ME THE GOODS)



# NO. 3

「少即是多」 包裝透明化精簡化  
(SHOW ME THE GOODS)



# NO. 4

## 包裝設計與移動設備結合

### (PACKAGING MOBIL-UTION)





# NO. 4

## 包裝設計與移動設備結合

### (PACKAGING MOBIL-UTION )



# NO. 5

## 可塑性易變性強的軟包裝 ( PHENOMENAL FLEXIBLES )



# NO. 6

## 包裝尺寸多樣化與情境化 (SIZE MATTERS)



# NO. 6

## 包裝尺寸多樣化與情境化 (SIZE MATTERS)



A photograph of a modern cafe interior. In the foreground, a dark wooden bar is visible. Behind the bar, several people are working or sitting. A man in a white shirt and a woman in a green shirt are visible. The background features large windows with a view of greenery outside. The ceiling has exposed wooden beams and modern lighting fixtures, including large pendant lamps. The overall atmosphere is bright and contemporary.

*Let's Try it!*