



# **A GUIDE TO WINNING AT THE SHELF:**

**How to Communicate Brand Identity  
and Make Emotional Connections with  
Consumers Through Packaging**

In Partnership with Dr. Constantinos Pantidos  
**FOUNDER, BRAND AVIATORS**

# Executive Summary

This document outlines how glass packaging has **transformative power** to enhance sales by leveraging emotional connections with consumers.

By understanding the subconscious influences of packaging on consumer behavior and the unique properties of glass, brands will effectively communicate their brand identity, establish brand loyalty, and win at the point of sale.

Packaging facilitates a critical relationship between brands and consumers, influencing purchasing decisions through subconscious cues. Leveraging insights from neuroscience, this guide illustrates how emotions play a significant role in consumer behavior, with packaging serving as a key influencer in shaping perceptions and preferences.

When integrating elements that resonate with fundamental human motives – such as safety, creativity, or connection – glass packaging evokes emotional responses that drive consumer engagement and loyalty. Brands can leverage glass’s aesthetic and sensory properties to create memorable brand experiences that foster deeper connections with consumers.

And to sustain and benefit from the emotional connections that packaging creates, brands must develop a long-term packaging strategy. By maintaining a consistent and emotionally engaging packaging design, brands can foster deep connections with consumers and enhance loyalty.

Among packaging materials, glass stands out for brands aiming to create impactful consumer experiences. Its transparency, tactile qualities, and aesthetic appeal allow brands to authentically communicate values and emotions. Glass not only enhances product visibility and presentation, but also symbolizes quality and is the most sustainable packaging option, appealing to consumers seeking products aligned with their values.

Glass packaging represents a strategic opportunity for brands to differentiate themselves in competitive markets. By aligning packaging design with brand values and consumer preferences, brands can enhance product appeal, increase shelf impact, and influence purchasing decisions and drive sales velocity.

This guide provides a foundational understanding and actionable insights to empower brands in leveraging glass packaging effectively for enhanced sales and consumer brand loyalty.





# Introduction

To the ordinary observer, packaging is functional: it protects what's inside. But the savvy brand marketer knows packaging is much more than what's around the product – and brands that unleash the power of packaging can win at the point of sale.

**Building brand loyalty has never been more important.** Consumers have an increasing number of touchpoints, attention spans are shorter, and multiple offerings are vying for consumer attention.

The key to leveraging the power of packaging lies in a marketer's ability to connect a brand's story to its packaging to invoke human emotion. Through its clarity, shape, and texture, glass is the only packaging material that has the ability to project a brand's essence and communicate identity on a subconscious level.

There are layers of behavioral psychology and neuroscience that connect packaging to core human needs. Packaging works mainly on the subconscious level of the human mind to turn simple products into containers of meaning.

For food and beverage brands aiming to disrupt or stand out in a crowded market, glass packaging offers a medium that can be both balanced and a disruptor. Glass is a uniquely potent medium that mirrors the multifaceted human experience, making it an excellent choice for brands aiming to communicate their brand story, stand out on the shelf, and make an emotional connection with consumers.

**By the end of this guide, you'll gain insight into:**

- ✓ **Neuroscience of human emotions and how it drives purchase decisions**
- ✓ **Creating emotional connections and establishing brand identity through packaging**
- ✓ **12 fundamental human emotions that motivate subconscious consumer decisions**
- ✓ **Why glass is uniquely positioned to connect with human emotions**





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# Subconscious Influence:

## The Silent Power of Packaging Design

### Neuroscience and Purchase Decisions

Almost all the stimuli we receive from the environment are processed by the unconscious. Most decisions have already been made before they reach consciousness.

Emotions are the survival mechanisms through which decisions are taken. They determine what we feel and when we feel we become conscious. To think, the brain must first feel. Thus, emotion is the primary source of human motivation.

**Shoppers do not have the time to think, and emotions help them make quick decisions by enhancing a brand's value perception on the shelf.**

Emotions are powerful triggers that can drive consumer behavior more effectively than rational thought, especially under time constraints. Packaging that evokes a specific emotional response – such as happiness from bright, vibrant colors, or trust from clear, clean designs – immediately impacts how a product is perceived. When shoppers interact with a product that makes them feel good, they are more likely to associate it with positive attributes and high value. For marketers, this means that communication, packaging and other creative expressions must work at both rational and unconscious levels though emotions.

The thinking operations of the brain are very slow and expensive – the brain consumes 25% of all calories absorbed in our body. Almost all the stimuli we receive from the environment are processed by the unconscious. Most decisions have already been made before they reach consciousness.

Up to ninety-five percent of our purchase decision-making takes place in the unconscious mind and emotions are what really drive purchasing behavior. The best packaging narrates a story to bypass the screening mechanisms of the brain.

Up to **95%**  
of purchasing decisions  
take place in the  
**subconscious mind**

## WHY?

The unconscious brain has to process **11 million** pieces of information per **second**, while the conscious brain can only process about **40** pieces of information per **second**



By letting neuroscience guide marketing, brands can deliver their values and personality traits to consumers' subconscious. Very often, our brains form an unconscious opinion of people and products – and even though we know that we can't prevent it. Our brains are wired to quickly (and unconsciously) “judge a book by its cover.” Brands need to carefully craft the first impression being made in store and understand packaging can influence the subconscious mind by being in alignment with the brand and the category.

Those values and personality traits then shape how the brand shows up at every touchpoint, including packaging design, which ultimately connects with consumers at point-of-sale and the moment of consumption.

When you consider how packaging **touches consumers unconsciously**, you understand why packaging consideration must be brought into the process early. Packaging either authenticates your brand concept and therefore unconsciously attracts the shopper's brain – or it creates noise which will result in the brain de-selecting your product.

For example, a smooth, rounded bottle might convey a sense of calm and gentleness, while an angular, sharply cut bottle could evoke feelings of defiance.

Packaging is the only inescapable communication vehicle – therefore all the more important to deliver brand values.

Given the profound impact packaging has on consumer behavior, it is crucial for brands to adopt a long-term packaging strategy. The key is to ensure that the physical

**Packaging either authenticates your brand concept and therefore unconsciously attracts the shopper's brain – or it creates noise which will result in the brain de-selecting your product.**

representation of the brand remains aligned with its core identity, values, and emotional nuances over time. A long-term strategy will outline the core design elements that are critical to conveying the brand essence subconsciously and will help brand owners nurture consumers' love for the brand whilst gradually refreshing its physical representation.

Over time, this consistency helps build a stronger relationship with the consumer, as the brain learns to associate the packaging with reliability, pleasure, and satisfaction.

In contrast, frequent or disjointed changes to packaging will disrupt this connection, forcing the brain to re-categorize the product, diminishing cognitive fluency and eroding trust. Without a long-term strategy, packaging risks becoming inconsistent or disconnected from the brand, leading to confusion and disengagement in the consumer's brain, which may result in the product being overlooked or de-selected.

Smooth, rounded bottle conveys a sense of **calm and gentleness**

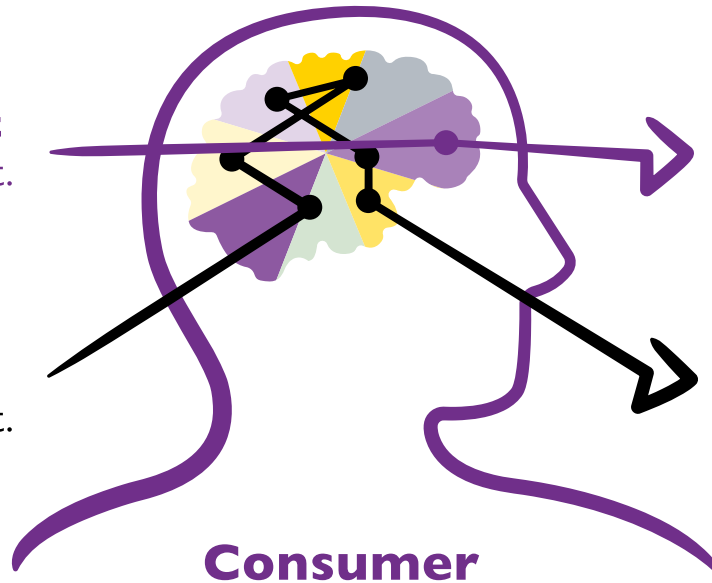


Angular, sharply cut bottle evokes feelings of **defiance**

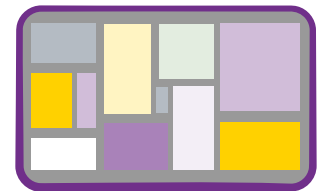
# Human Motives

**Clear/On Target**  
Brand, Packaging, ect.

**Inconsistent/  
Unfocused**  
Brand, Packaging, ect.



How the brand  
is processed



**Consumer**

## Packaging is the Physical Embodiment of the Brand

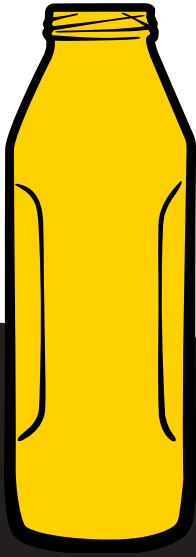
If positioning is the soul of a brand, its packaging is its physical embodiment.

Here is the secret for winning on the shelf and why packaging should not just be perfect functionally and beautiful – but actually capture the identity, values, and emotional nuances associated to the brand it represents.

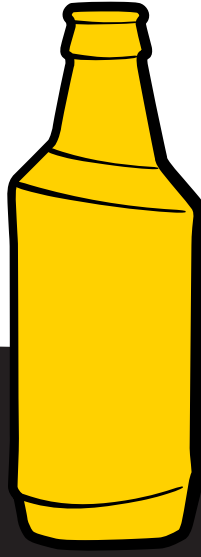
The brain likes to categorize. In fact, every living being categorizes. We cannot choose whether to categorize; we just do (*Lakoff George & Johnson Mark, Philosophy in the Flesh, The Embodied Mind and its Challenge to Western Thought, Basic Books, 1999*). Packaging that conveys the character, values and emotions associated with the brand that it represents, creates automatic liking and preference. If all these elements – the shape, colors, words, surface textures – divert from each other and from the brand they may cancel each other out. The unconscious mind will spot the inconsistencies and internal conflicts and discredit the truth of the entire message.



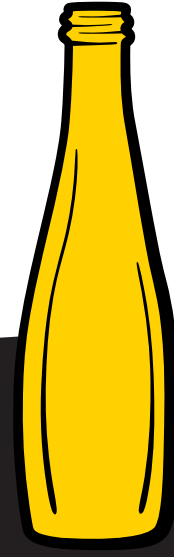




**STRAIGHT LINES**  
**Purposeful & Dedicated**



**ANGLES**  
**Defiant & Bold**



**CURVES**  
**Caring & Sensitive**

## For the brain, nothing is neutral.

For instance, a straight line means rationality, it indicates the existence of a purpose, and the expense of the same amount of energy over time to reach this purpose (dedication). If this energy is not stable over time a zig-zag line is created that indicates a more defiant and bold character. A curve on the other side can be more caring, or sensitive.

The color purple is the most transformative of all colors as it is the only one that is both cold and warm. Physiologically very difficult to be clearly focused, soft and flowing, purple is the color of fantasy. In terms of hues, there is a huge variety of shades between the two colors (red and blue). Lemon (a main ingredient in many food and drink types) is the perfect playful fruit as it is volatile, acidic, yellow, has high concentration of protons which trigger positive electric currents in the mouth.

## Packaging & the Brain's Pleasure Center

When packaging aligns with specific, easily recognizable categories in the brain, it enhances cognitive fluency, making the product more appealing and often more pleasurable for consumers.

That is important because the brain derives pleasure from predictability. When it can anticipate and quickly understand a product and its emotional values based on its packaging (Brain: "I know exactly what I am getting") it releases dopamine, a neurotransmitter associated with feelings of pleasure and satisfaction. This response not only makes the experience more enjoyable, but it can also influence purchasing behavior because the product feels more rewarding.

Thus, the packaging that structures senses around the right emotional impulse is the great winner at point of sale, making the sale almost irresistible.

Packaging whose elements are consistent with the brand and the product it represents creates pleasure in the brain just because it is of value in its own endeavor toward self-organization, toward augmented cognitive effectiveness. In neuroscientific terms, the brain receives pleasure from noticeable enhancements in mental order.



## Multisensory Experiences Drive Consumer Repurchase

When consumers pick up a glass bottle, multiple senses are activated at once. We're at our most effective and receptive when operating on all five senses (*Martin Lindstrom Brand Sense, Building Powerful Brands through Touch, Taste, Smell, Sight and Sound, Free Press 2005, p. 11*).

The multiplying effect of integrating multiple inputs as compared to experiences that engage fewer senses exists and acts through:

- Enhanced learning and memory: Multisensory experiences can improve cognitive processing by providing multiple pathways for information to be learned and recalled. The brand and its message are easier to remember and retrieve at the right moment.
- Improved attention and engagement: Engaging multiple senses can capture and maintain attention more effectively at the moment of truth when a product is bought.
- Increased emotional impact: Experiences that engage multiple senses are often more emotionally engaging. This is due to the richer and more immersive nature of the stimuli, which can trigger profound emotional responses.

In fact, a sensory synergy can potentially double the effect of brand communication (*Martin Lindstrom Brand Sense, Building Powerful Brands through Touch, Taste, Smell, Sight and Sound, Free Press 2005, p. 112*). Other research shows that five sensory cues have a significant impact on sensory brand experience and, in turn, contribute to

customer satisfaction, brand attachment, and a strong emotional connection with consumers (*Examining the Impact of Sensory Brand Experience on Brand Loyalty, Dongmei Zha, Pantea Foroudi, T.C. Melewar, Zhongqi Jin, Springer Link, 2 February 2024*).

Research also shows that more than 60 percent of consumers want multisensory packaging and are prepared to pay for it (*"The 2006 Shopper at POS," Dr. Stefan Müller of the market research Institute Information Resources, Inc.*).



# The Glass Edge™:

## Driving Brand ROI Through Innovative Packaging Design

### Creating Emotional Connections and Establishing Brand Identity Through Glass Packaging

In the intricate dance of market positioning, brands are constantly seeking the most effective ways to convey their identity, values, and emotional appeal. The only inescapable impression on consumers is the packaging itself.

The **emotional connotations** of glass are deeply aligned with the expressive needs of a brand. Glass packaging can make a product appear more caring and carefree, or deep and spontaneous, depending on its design and the context of its use. This versatility is critical in transmitting the 'emotional DNA' of a brand – its core values and personality traits that resonate on a personal level with consumers.

In its strength and delicacy, modernity and authenticity, beauty and practicality, glass encapsulates the essence of what it means to be human – complex, contradictory, and ultimately, compelling. This makes glass the perfect material for brands looking to make a deep, emotional connection with their consumers.

For instance, a drink housed in a sleek, minimalist glass bottle conveys purity and seduction, enticing the senses not just with its contents but with its outward presentation. The transparency of glass symbolizes honesty and intrigue, offering a glimpse into the product while maintaining an air of mystery.

Glass, as a packaging material, emerges as a uniquely potent medium that mirrors the multifaceted human experience, making it an excellent choice for brands aiming to communicate their DNA and personality. Glass suspends ordinary reality, shifts perspectives, makes us strong & delicate, elegant & simple, modern & authentic, beautiful & distant, popular & rare, rebellious



& polite, pedestrian & noble, exploring & laidback, honest & intriguing, caring & carefree, deep & spontaneous, pure & seductive, wise & playful, glamorous & shy, artful & genuine, balanced & disruptors, dangerous & innocent, extraordinary yet inevitable.

To sustain the emotional connections that packaging creates, brands must develop a long-term packaging strategy. By doing so, brands can maintain their subconscious influences consistently, helping to reinforce not only the product's messaging but also its emotional impact. Once you are clear that your design conveys the right cues about your brand, consistency in the shape, form, and size of packaging ensures that customers always associate certain emotions and expectations with the brand, enhancing recognition and trust over time.

Thoughtfully managing these dimensions as part of a broader, enduring strategy allows a brand to remain visually and emotionally aligned with its target audience, further strengthening customer loyalty. In this way, a long-term packaging strategy becomes a vital tool not only for visual consistency but also for maintaining the subconscious cues that drive consumer behavior.



## Stop, Hold, Close: Glass Packaging’s ‘WOW Factor’ and Disrupting the Shelf

Now you understand that through the delicate mechanics of sensory perception, packaging is much more than a mere vessel. Among the myriad of packaging options, glass packaging stands unparalleled.

Packaging that embeds the brand’s essence to connect with consumers will outsell the competition. This is why it is crucial to avoid seeing packaging as just a component of the brand. Quite the opposite: packaging is the full physical representation of the brand – and consumers do not clearly distinguish between a product and its package (*Handbook of Packaged Design research, Walter Stern, John Wiley & Sons Inc., 1981 p.3*).

Now, let’s look at how glass packaging disrupts the shelf.

**STOP:** Glass packaging has an excellent stopping power and can instantly capture the shopper’s attention on retail shelves thanks first to its unique ability to bend, reflect, and refract light, creating visual effects that other packaging materials typically cannot match. When light passes through or reflects off a glass surface, it can create a spectrum of light and shadows, adding depth, brilliance, and a dynamic quality to the appearance of the product inside. This can catch the eye of a shopper more effectively as they pass by, drawing their attention to the product. The way glass interacts with lighting in a retail environment – enhancing the natural color and texture of the product inside – can make it appear fresher and more appealing.

As already established, packaging can either authenticate your brand concept and therefore unconsciously attract the shopper’s brain – or it can create noise which will result in the brain de-selecting your product. With glass packaging’s ability to authentically communicate a brand’s story and grab consumer’s attention, it aids with the stopping power.

**HOLD:** Now, you’ve stopped consumers. They’re looking at your product. How does glass hold their attention? What message is your brand trying to communicate, and how is packaging relaying that message?

The intrinsic and visible properties of glass – its sparkle, clarity, and weight – contribute to what is often referred to as the “WOW factor.” This immediate and visceral

attraction draws consumers in, creating a sense of awe and appreciation from the first glance. Such an impact is crucial in today’s competitive market, where capturing consumer attention at first sight can significantly influence purchasing decisions.

Aside from what is visible and what is obvious – glass is also an invisible enhancer – blending seamlessly with the delicate essence of thoughts and dreams. Its transparency is not merely a physical attribute, but a metaphor for purity and truth, allowing the consumer to gaze upon the product unfettered by the distractions of opaque materials. This clarity begins the experience even before the first taste, as anticipation builds through visual engagement with the contents cradled within.

Every part of a product’s glass packaging design can be intentional in driving consumer purchase.

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Packaging is the full physical representation of the brand – and consumers do not clearly distinguish between a product and its package product.

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**CLOSE:** The product is in the shopper’s hand, which you now need to turn into a sale. No other packaging is more equipped than glass. Each glass package acts as a canvas that reflects the multifaceted aspects of our character and personal style. **Glass has the power to project an individual’s or a brand’s essence, communicating identity more effectively than any other packaging material. This projection not only appeals to the visual senses but also engages with consumers on an emotional level, making them feel an immediate personal connection to the product.**

Packaging is one of the important extrinsic (i.e., external attributes that can be manipulated without intrinsically changing the product) cues that can modulate consumer perception, liking, and decision making of a product (*Hand-Feel Touch Cues and Their Influences on Consumer Perception and Behavior with Respect to Food Products: A Review*, Ragita C. Pramudya and Han-Seok Seo, *Foods*, 2019 Jul; 8(7)).

According to some researchers, unlike interoceptive cues (i.e., product-specific attributes such as sensory properties of a product), which are triggered when a person is actively tasting or consuming food or drink, exteroceptive cues – such as vision, hearing, and orthonasal olfaction – are typically stimulated before (and sometimes during) the consumption process. Since these exteroceptive cues provide information before we even take a bite or sip, they are primarily responsible for shaping our expectations about food and beverage

products. (*Sensory expectations based on product-extrinsic food cues: An interdisciplinary review of the empirical evidence and theoretical accounts*, Betina Piqueras-Fiszman, Charles Spence, *Food Quality and Preference*, Volume 40, Part A, March 2015, pp 165-179).

In fact, no other packaging material can better express the nuances of any brand (and the richness of human psyche) at that level than glass. This expressive capacity comes from its naturalness that is not just important to protect the product inside, but it makes all the physical properties of packaging more authentic.

For instance, glass packaging’s transparency is more natural than any other transparent material. Its surface can be etched, embossed, or decorated with labels. Its feel is more premium, its designs more memorable and closer to human biology.

## Emotionally Experiencing Moments with Glass Packaging

**Once that purchasing decision is made – glass packaging does more than just contain a product; it elevates the very experience of it – which also drives brand loyalty.**

We’ve established that brands can win on the shelf and at the point of sale through glass packaging – the First Moment of Truth – but brands also need to win when the product is being consumed – The Second Moment of Truth. The Second Moment of Truth will determine the consumer’s brand perception and future buying decisions (*Monash Business School*).

Packaging is integral at this point to drive brand loyalty and consumer behavior.

Through its brilliance and ability to refract light, glass alters not only the appearance of its contents but also the gestures and attitudes of those who interact with it. It demands a certain reverence, a delicate touch; it changes how we pour a drink or how we scoop a spoonful, magnifying the senses and creating an aura of luxury and care around ordinary actions.

Whether it’s a bottle of vintage wine or a simple jar of artisanal honey, glass adds a dimension of luxury and significance that transcends the ordinary. This ability to “sublimate the moment” transforms everyday interactions with products into special occasions, making the mundane feel extraordinary.



Establishing this positive sensory experience is fundamental for forging a bond between brands and their customers – directly influencing attitude and behavioral loyalty (*Examining the Impact of Sensory Brand Experience on Brand Loyalty, Dongmei Zha, Pantea Foroudi, T.C. Melewar, Zhongqi Jin, Springer Link, 2 February 2024*). A study by Acta Psychologica stated that the value on brand loyalty of sensory brand experience is “so good that it is impossible to ignore.” Sensory brand experience, together with brand loyalty and brand self-connection, has a 92.2% explanatory power to brand loyalty.

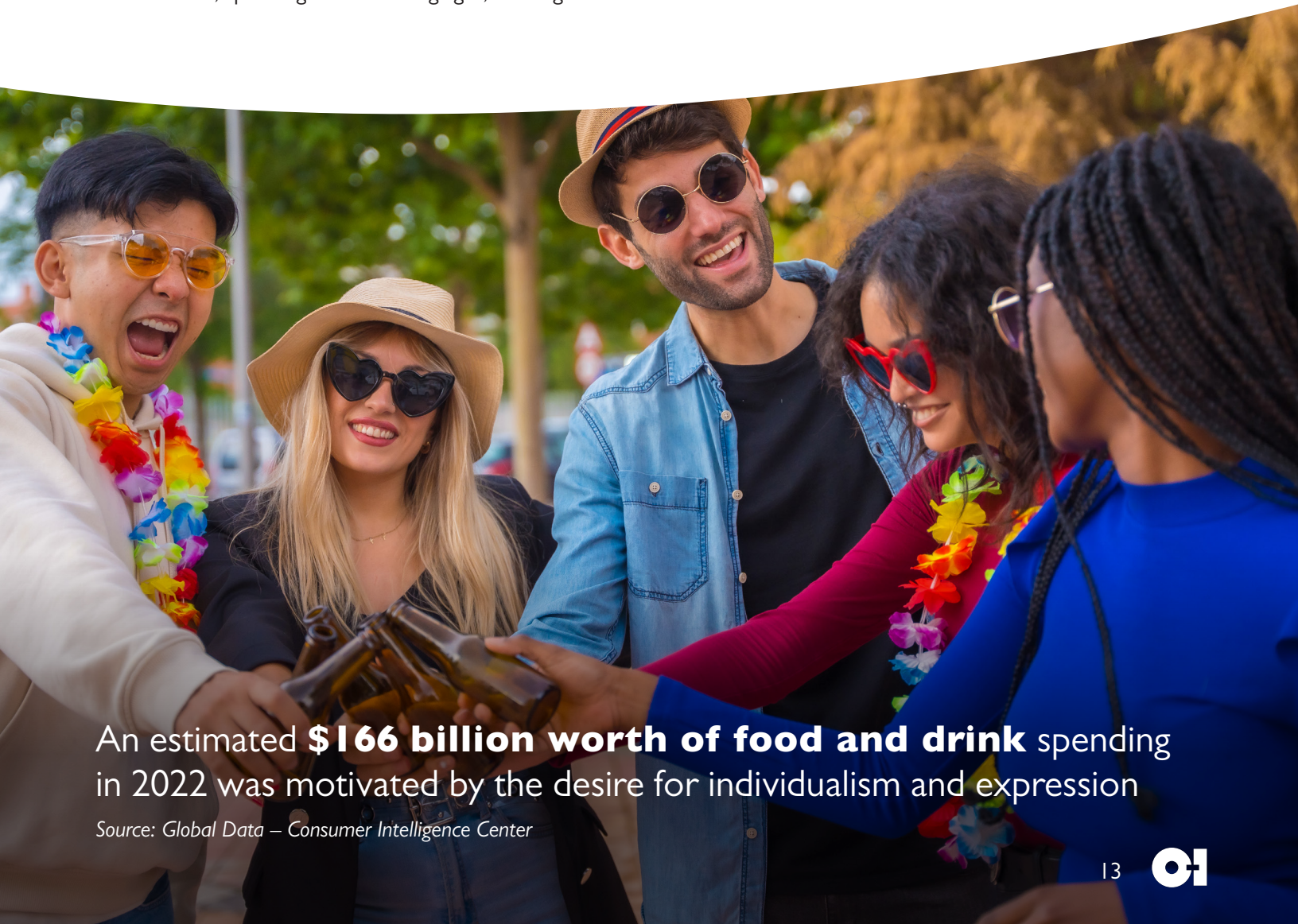
**Glass packaging has the power not only to transform ordinary moments into memorable events, but also encapsulates and enhances the human experience in ways that resonate on a deeply emotional level.** When a product engages with consumers on an emotional level, it makes them feel a personal connection to the product.

The brilliance of glass is not passive; it plays with the environment, sparkling and refracting light, alluding

to the elemental – air, water, fire, and light itself. This interplay is not just visual but deeply symbolic, invoking purity, transformation, and the primal forces that both create and consume. As such, glass packaging becomes more than a container; it is an active participant in the experience, enhancing the perceived value and quality of its contents.

Moreover, the physical feel of glass – cool, substantial, and textured – can enhance the sensory experience of a product, making the act of handling the packaging part of the consumer’s interaction with the brand. This sensory engagement is an effective way to deepen the emotional impact, making the brand experience more memorable.

What would major life moments, from weddings to celebrating a new job, be without the sound of a cork popping from a champagne bottle? Or what would witnessing a touchdown be without the “clink” from two glass beer bottles? Glass has a WOW factor.



An estimated **\$166 billion worth of food and drink** spending in 2022 was motivated by the desire for individualism and expression

Source: Global Data – Consumer Intelligence Center





## The Multisensory Benefits of Glass Packaging

Packaging should create a multisensory experience that engages consumers on an emotional level, enhancing their enjoyment and appreciation of the product. Among the various packaging materials available, glass stands out as a truly distinctive choice that offers many multisensory benefits for both brands and consumers.

In terms of sensory experience, it is fair to say that glass offers superior quality in many aspects of enjoyment:

**Taste preservation:** Glass is chemically inert, meaning it does not react with the contents it holds.

**Smell:** Glass does not absorb odors, nor does it allow the contents to lose their aroma.

**Visibility:** The visual verification can enhance consumer trust and satisfaction.

**Temperature:** Glass can maintain the temperature of its contents for a longer duration.

**Texture:** The tactile sensation of holding a glass container also adds to the sensory experience.

Glass performs its magic by disrupting the normal shopping trip and seducing the shopper into buying more products – having an immediate impact. Shoppers are more likely to buy multiple units and different variations of the product. And because of the positive experience and the product's appealing glass packaging, shoppers are motivated to buy the same product again in the future.

**Premium perception:** Glass naturally conveys a sense of purity, quality, and luxury. Many consumers associate glass packaging with premium products due to its heft, clarity, and the satisfying feel it provides. Brands aiming to position their products as high-end can benefit from this association.

**Transparency and authenticity:** Glass's inherent transparency allows consumers to see the product inside, which can be a literal and metaphorical demonstration of a brand's transparency and honesty.

**Capturing the soul of a brand:** Glass automatically authenticates any brand positioning via its own authenticity. Glass can be molded into various shapes, sizes, and even colors, and can be etched or printed with intricate designs. This versatility allows brands to create unique, eye-catching packaging that reflects their specific aesthetic and values, making the brand immediately recognizable.

**Sensory experience:** Glass enhances the sensory experience of using a product. Its cool surface, the sound it makes when moved or set down, and the way it feels in hand can elevate the routine use of a product into a more luxurious or distinctive experience. This helps reinforce brand values centered around quality and exceptional consumer experiences.

**Heritage and tradition:** For brands with a long history or those that emphasize traditional manufacturing techniques, glass can evoke a sense of timelessness and craftsmanship. Its use can signal a commitment to classic quality and enduring standards, appealing to consumers who value heritage and authenticity.



# Implementing Creative Reality: Elevating Brand Design with Glass Packaging

## Applying THE WHEEL OF MOTIVES™ to Tap into Unconscious Human Emotions

O-I leverages a unique methodology in the packaging world that helps decode a brand, its values and personality and translate them into emotion-responsive elements that can be integrated into packaging that works not only on the rational level but also on the emotional and unconscious level. This packaging is irresistible for the brain as it is at the same time authentic (derives from the brand's soul) and unexpected, disrupting the shelf and the normal shopping process.

O-I goes deeper to understand the brand and the product in psychographic and neurophysiological terms and create packaging with meaning in the interfaces of logic and the unconscious (see above examples of what shapes, colors, ingredients mean to the brain).

Utilizing its exclusive partnership with Brand Aviators for packaging designs backed by neuroscience, O-I:

- **Understands** the neuroscience behind **category drivers** (motives). More than 30 subcategories are available.
- **Decodes** the current **communication space** and brands in it.
- **Finds** the gaps and **identifies opportunities for customers**.
- **Translates** category and brand motives into **design cues for packaging** that harnesses the essence of the brand.

The resulting packaging is not just nice-looking and functional but reaches the unconscious levels where the purchase decision is really taken.

This gives the exclusive advantage to O-I to create brand-building designs grounded in creative reality –

meaning the designs aren't just in theory – but they're manufacturable. O-I's creative designers and container engineers understand the glass manufacturing process and can bring creative visions to life – ensuring a brand's glass packaging is a formidable communication tool that accompanies the product at the most critical moment of truth on the shelf and beyond.

More importantly, designs that come out of this process have an undeniable reason why and scientific foundations that go beyond likes and dislikes and subjective opinions.

In fact, connecting emotionally with consumers is the only way to motivate a purchase – but this is not as difficult or abstract as it sounds.

Tools that help us recognize mental structures and original stimuli categorization and to unlock the reflection of the deepest values in the brain as described above exist. They are used by pioneering designers to align shapes, surfaces, graphics etc. to create meaning in the neurophysiological and psychological interface that drives preference and choice.

Emotions stem from 12 fundamental motives. When placed together, those 12 motives create **THE WHEEL OF MOTIVES™**, a key tool to show how biology and neuroscience shape consumer behavior:

- |             |             |
|-------------|-------------|
| ✓ Feel safe | ✓ Seek      |
| ✓ Play      | ✓ Transform |
| ✓ Defy      | ✓ Create    |
| ✓ Grow      | ✓ Control   |
| ✓ Connect   | ✓ Desire    |
| ✓ Care      | ✓ Balance   |

Brands that ground themselves in one primary motive consistently perform better in the market.

For example, Red Bull connects with the “seek” motive – the brand entices consumers who want “wings” to search the corners of the earth, hungry to meet their next challenge.

Harley Davidson connects with the motive to “Defy.” The brand instantly conjures images of toughness and the idea of going against the grain. Lego speaks to the human need to “Create.”

So where does packaging come in with applying the Wheel of Motives?

We know packaging works mainly unconsciously to transform simple products into containers of meaning.

There are many materials and methods of packaging your product, and each choice says something about

We know packaging works mainly **unconsciously** to transform simple products into containers of meaning.

your brand. But one thing is proven: Packaging can either authenticate your brand concept and therefore unconsciously attract the shopper’s brain – or it can create noise which will result in the brain de-selecting your product.

The best packaging narrates a story to bypass the screening mechanisms of the brain. Not any story but the story of the brand. Packaging is a silent salesperson always accompanying the brand in physical or digital stores and it is present during the purchase decision, not before or after.



Source: Dr. C. Pantidos, Living Brands: How Biology and Neuroscience Shape Consumer Behaviour and Brand Desirability, Lid Publishing, London 2018.

## The Multidimensional Nature of Glass Packaging

Glass is a perfect ambassador for brands that pride themselves on **innovation** yet respect tradition.

It is at once strong and delicate, suggesting resilience and vulnerability. Its elegance and simplicity speak to a universal appeal, uncluttered and refined.

This material's beauty and distant nature can evoke a sense of aspiration and aloofness, appealing to consumers' desires to reach for something beyond the ordinary. At the same time, glass's properties allow it to traverse social and economic divides, making luxury accessible while maintaining exclusivity.

## Glass Packaging: The Perfect and Ultimate Material for Brands

Glass packaging is not merely a container but a strategic tool that has the potential to convey the rich and complex layers of a brand's personality. It suspends ordinary reality and shifts perspectives, just as brands aspire to do within their markets.

Every brand should have a glass version of its product because glass packaging stands out in terms of customization and brand identity. The ability to tailor

designs specifically to a brand identity – for example, a brand could design a bottle or jar that reflects its logo, tagline, or is emblematic of its brand story – can be a powerful tool in creating a visual and tactile connection with consumers, which can be far more memorable and impactful than standard packaging options.

The unique designs made possible with glass not only attract attention but also have the potential to become iconic representations of the brand itself, deeply embedding the brand's identity in consumer perception. This kind of distinctiveness helps elevate consumer experience, loyalty, and ultimately, brand equity.

As brands continue to seek ways to connect with consumers on a deeper level, the role of glass in packaging will undoubtedly expand, continuing to enchant, surprise, and delight users around the world. Through glass, we don't just see the contents within – we see possibilities, dreams, and a reflection of ourselves.

O-I is among the world's leading providers of brand-building, glass packaging solutions. We work with brands big and small on four continents and in nearly 20 countries around the globe. Reach out today to learn more at [o-i.com/about-o-i/contact-us](https://www.o-i.com/about-o-i/contact-us).





# Questions to Ask Yourself

- ✓ Do I have a **clear long-term** packaging strategy for my brand?
- ✓ How does my packaging align with my **brand's identity and values?**
- ✓ Does my packaging design disrupt the shelf enough to **capture attention** while staying true to brand essence?
- ✓ What **subconscious messages** does my packaging convey? Is it sending mixed signals?
- ✓ What **emotional response** do I want my packaging to evoke in consumers?
- ✓ How early in my product development process am I integrating **packaging considerations?**
- ✓ How **consistent** is my packaging design across product lines, and does it reinforce brand loyalty over time?
- ✓ How can I incorporate more **sustainable materials** and practices whilst remaining true to my brand?





In Partnership with  
**Dr. Constantinos Pantidos**  
Founder, Brand Aviators

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## Thank you.

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