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Brand design & the brain: How neuroscience is helping to create attractive & effective packaging design

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In this session, author will cover the basics on the traditional tools used by researchers to measure design effectiveness as well some established theories as to how consumers see and process brand and packaging design elements. More recently, however, social media, on-line shopping and other factors have changed consumer's ability to process images at a rapid rate. Technology has had both positive and negative effects not just on the business of retail but also on brand design. While some can and may agree that design is purely subjective, this session will cover the ways researchers, marketers and designers use what can be measured for optimal results whether there is a real store shelf or not.

Biography

Renée Whitworth is a Brand Design Consultant with over 20 of experience. She is the CSO for Flood Creative where she is responsible for the strategic foundation of all visual and verbal positioning, brand identity and packaging design projects for clients that range from the Fortune 100 to entrepreneurial brands. Her key to success is the constant monitoring of industry and cultural trends and applying those insights to client businesses such as: Accel Foods, Campbell's, Colgate-Palmolive, General Mills, Georgia Pacific, Kimberly Clark, Kraft, Nestle and Unilever among many others.

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