

Research on Brand Visual Packaging Design based on Interestingness and Emotion

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Abstract. In today's competitive environment of packaging market, the homogenization of packaging brands is serious, and it is difficult for packaging to stand out in front of consumers. In order to highlight the brand and improve its competitiveness, brand packaging also needs to meet the emotional needs of consumers and enhance the attractiveness and recognition of brand packaging design to consumers. Through the brief introduction of the theory of interesting and emotional brand visual packaging design and the analysis and comparison of different brands' visual packaging design cases in the market, the importance of interesting emotional design to brand packaging is proved. In the meantime, through the conceptual brand packaging design, consumers can have a sense of identity in the brand design with consistent values so as to achieve emotional resonance. Based on the theoretical research of design science and psychology, four brand packaging design strategies are put forward and a practical design of sanitary napkin brand packaging is made. This paper summarizes the application and importance of interesting emotional design, brand vision, and material innovation in brand packaging design, and shows that the interesting and emotional brand visual packaging design can resonate with consumers and be forward-looking in the future brand design field. Moreover, this study provides a new idea for the development of interesting and emotional brand vision and how to promote the development of brand packaging design such as green design.

Keywords: Packaging Design; Interesting Emotional Design; Brand Vision; Material Innovation; Sanitary Napkin Packaging.

1. Introduction

With the rapid development of economy and the diversification of consumer demand, brand packaging design plays an increasingly important role in the market. Traditionally, brand design focuses on the aesthetics and functionality of products. However, as time goes by, consumers' psychology has also changed. In today's era, people are more eager to establish emotional connection with brands, and they hope that brands can bring them joy and different psychological experiences (Kim & Sullivan, 2019).

Especially, in market of female consumers, meeting psychological needs has become a key element of brand design. Female consumers pay more attention to the appearance and feeling of products when purchasing goods, hoping that products can reflect their personality and emotional state. Therefore, more and more brands begin to re-examine their positioning and image, and brand design has changed from traditional aesthetics and functionality to paying more attention to emotional and interesting aspects of brand products. Therefore, if the brand wants to stand out in the intensely competitive market, it needs to create emotional and interesting brand packaging from the psychological needs of consumers, and integrate these into the packaging design to create a pleasant and relaxed purchase and use experience. Meanwhile, emotional design can make consumers feel warm and care when buying products, and enhance consumers' sense of identity with the brand. The emotional value and social value provided by design have greater influence on the brand than the transaction value (Kumar, Townsend, & Vorhies, 2015).

This paper aims to study the design strategy of applying interesting emotional design and material innovation in brand visual packaging design. At the same time, through literature review, market

research and case study, this paper discusses the influence of emotional and interesting design elements and interactive packaging on consumers' emotion and purchase intention. In addition, this study focuses on the innovation and green design of packaging materials around the contemporary hot topic of sustainable development, and puts forward practical application suggestions for sanitary napkin packaging, hoping to provide effective guidance and innovative ideas for the field of packaging design through this research. The research approach of this paper is shown in Figure 1 below.

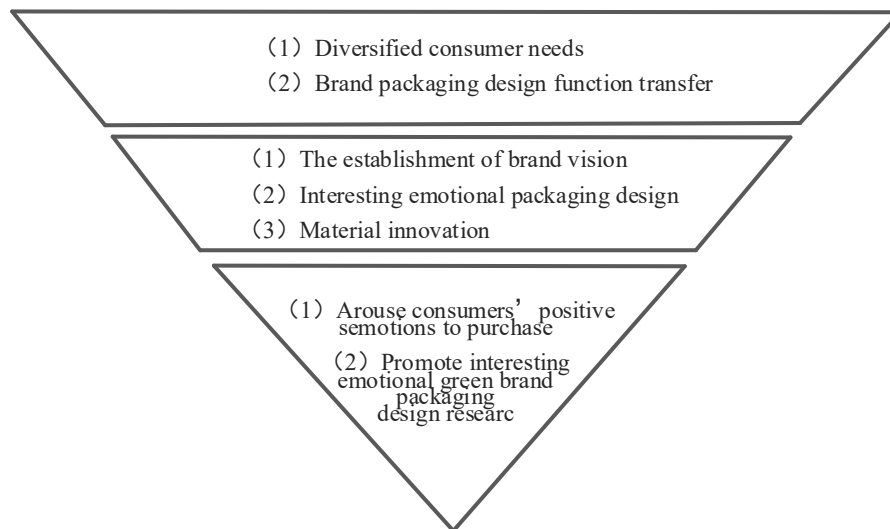


Figure 1. Research approach of interesting and emotional brand packaging

2. Literature Review

With the continuous development of economy, the research on brand design innovation has gradually attracted people's attention. Brand design can help enterprises to establish a unique corporate image and distinguish it from competitors. In addition, for consumers, brand design can convey people's different buying and using emotions and help consumers establish a psychological connection with products. Focusing on the direction of brand design, we find that the research on interesting and emotional brand packaging design is limited. Tokutake, Kajiyama and Ouchi (2019) believed that product packaging is an important factor that directly affects consumers' purchasing behavior and brand promotion. They believe that using appropriate colors can better express product cognition, and properly modified packaging images can help consumers narrow the gap between brand cognition and the first impression they get when looking at the packaging. This provides designers with new ideas. Kim and Sullivan (2019) focused on the study that consumers tend to establish emotional connections with brands, and personal feelings and experiences can shape consumers' evaluation of brands. By putting forward an emotional brand model focusing on sensory feelings, this paper describes how to attract customers and empower brands, and offers designers plentiful experience. The research of Xinxin (Zhang, Yang, Su, Yang, & Qiu, 2020) presented how color, as one of the most important visual features in the product system, can meet the emotional needs of users and tap the micro and macro elements of color in product design. Taking the color design of mid-range cars as an example, this study proves its feasibility and provides practical application experience for designers. The team of Spinell (Spinelli, Masi, Zoboli, Prescott, & Monteleone, 2015) studied that for food packaging, under the conditions of unknown, expected and known, consumers' preference for food will generate different emotions, and brand packaging will lead to changes in consumers' emotional characteristics of brands. All the above studies strongly prove that brand packaging will have a certain impact on consumers' emotions about products.

With global warming and the harsh ecological environment, an increasing number of people began to pay attention to the use of sustainable materials in packaging, and green design began to enter the

public vision. Therefore, how to maximize the use of sustainable materials under the premise of ensuring aesthetics has become a new research topic. Hao and his team (Hao, Guo, Tian, & Shao, 2019) believed that eco-friendliness has become the current global trend, and we need to know more about consumers' cognition and willingness-to-pay to promote the development of green packaging. Their team conducted a survey on respondents and analyzed the influencing factors of consumers' willingness to buy green packaging. This research found that although most consumers did not have the knowledge of green packaging, they were still willing to pay for it. Chao et al. (C. Gu et al., 2022) deemed that disposable tableware has caused a heavy burden on the environment, and it is particularly important to help recyclable tableware increase its market share, which protects the natural environment and obtains commercial benefits. Through the discussion on the impact of environmental protection publicity on consumers in packaging design, the research results prove that environmental protection publicity can help consumers improve their brand loyalty. Bassani's team (Bassani, Rodrigues, Marques, & Freire, 2022) focused on introducing an eco-design method of packaging based on life cycle assessment, which can help to improve the environmental protection function of drugs, and provide suggestions on eco-design for pharmaceutical industry by investigating representative drug packaging in the market. In the research by Taufik et al. (Taufik, Reinders, Molenveld, & Onwezen, 2020), in order to realize the environmental protection benefits that compost biobased plastic packaging can provide, it discussed whether consumers can properly dispose of corn-based biobased plastic packaging and recyclable packaging, and utilized the environmental benefits that can actually provide, so that consumers can properly dispose of these environmentally-friendly packaging, and improve the reuse or disposal performance of product packaging.

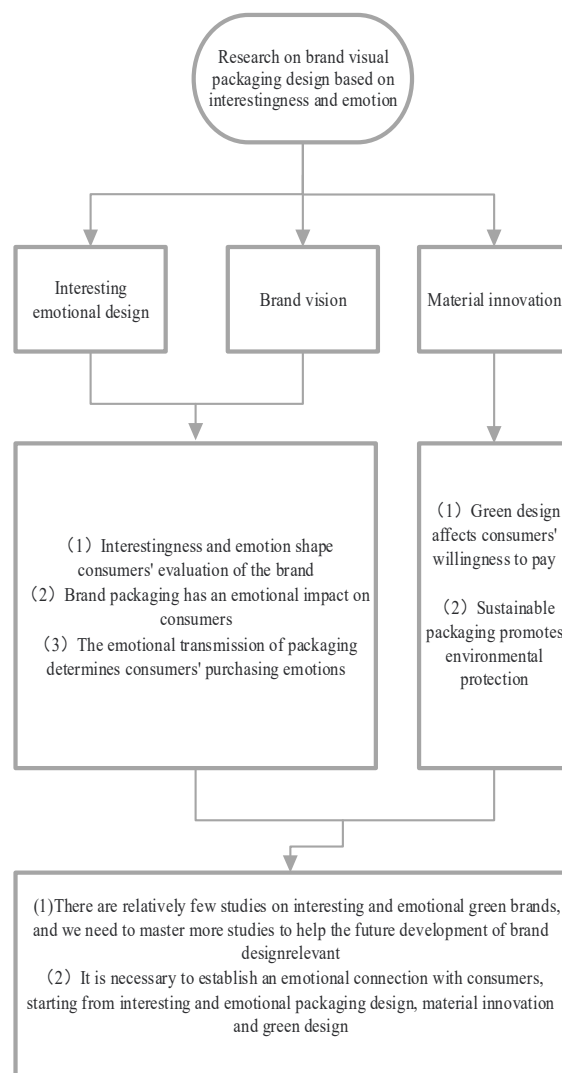


Figure 2. The research approach of literature review

Based on the above literature review, there is relatively little research on the interesting and emotional green brand packaging design. We need to establish a connection with consumers and start with the interesting and emotional packaging design, material innovation and green design. As shown in Figure 2 below, we need to master more research on the application of emotional brands and green design to help the future development of brand design.

3. Theoretical Research

3.1. Development and Product Classification of Daily Necessities Packaging Design

The development of daily necessities packaging design can be traced back to ancient times, when simple packaging was the main form to meet the basic protection function of products. However, with the progress of industrial technology, social productive forces and commodity economy have been affected by the industrial revolution and have developed rapidly. Therefore, the packaging design is constantly innovating, and various new materials and technologies appear, such as plastics, cartons, glass, etc. Packaging has developed from a simple container to something that plays a positive role in people's visual needs and emotional needs (Schifferstein, Fenko, Desmet, Labbe, & Martin, 2013), which also provides designers with more creative space.

With the improvement of people's living standards and the increase of consumer demand, the packaging design of daily necessities has made remarkable development in the past decades. Packaging design has gradually changed from a simple protection function to a means of brand communication and marketing, and it has also become an important part of brand image, which can attract consumers' attention and convey the value and characteristics of products (Tokutake et al., 2019). Designers closely combine products with brand image through visual elements such as patterns, fonts and colors, so as to attract consumers and enhance their sense of value. Consumers' first impression of the brand is packaging, which determines the possibility of purchase (Gunaratne et al., 2019). In addition, packaging design should also consider the convenience and availability of products, so that consumers feel happy when using products.

The product classification of daily necessities packaging design can be divided according to different functions and uses. The most commonly seen ones are food packaging, personal care products packaging, and cleaning products packaging, etc. Food packaging needs good sealing and freshness preservation to ensure the safety and quality of food. Personal care products packaging should pay attention to the appearance and texture of products to meet consumers' demand for beauty and personalization. Cleaning products packaging needs to have good sealing and durability to prevent product leakage and damage.

3.2. Brand Vision and Packaging Design of Daily Necessities of Sustainable Development Materials

With global warming, sustainable development materials have become one of the key considerations in packaging design. The significance of global sustainable development is increasing day by day, and consumers are more inclined to buy environmentally friendly products. Therefore, many daily necessities packaging designs begin to adopt sustainable materials, such as degradable plastics and recyclable paper materials, to reduce the impact on the environment (Zwawi, 2021).

The selection and application of sustainable development materials should also meet the visual requirements of the brand. Packaging design should choose sustainable materials that can reflect the brand image, such as paper materials that match the brand color or degradable plastics with high transparency. This can maintain the consistency of brand visual style and realize the establishment of brand image.

The combination of sustainable development materials can improve the market competitiveness of products (De Canio, 2023). If brands can skillfully combine visual elements and sustainable

development materials in packaging design, it will attract more consumers (Magnier & Schoormans, 2017) and increase product sales and market share.

3.3. Interesting Design and Emotional Design in Brand Packaging Design

With the increasing demand of consumers for product experience, it is particularly important to establish emotional links with consumers through packaging and brand. Emotional brand attracts consumers with values, dreams, and desired brand building elements. The theoretical research on interesting and emotional design mainly focuses on how to attract consumers' attention and stimulate their interest through packaging design. Packaging can be made more interesting through unique shape and structural design. Also, from the perspective of color and pattern innovation, color and pattern are very important elements in packaging design, which can directly affect consumers' mood and attention. Using bright colors and interesting patterns can make packaging more vivid and interesting, and then stimulate consumers visually (Kuo, Chang, & Lai, 2021). Finally, for interactive design, packaging design can increase interestingness through interaction with consumers. Matching colors and patterns can stimulate consumers' desire and demand for purchase. Interestingness and emotion can also improve these designs, strengthen consumers' awareness of the brand, and encourage them to maintain their sense of identity and loyalty to the brand. Interesting typography and brand tonality can improve consumers' experience. Emotion is not only presented in the packaging, but also runs through the whole use process of the product. By creating a unique emotional experience for consumers, consumers' satisfaction can be improved and they tend to buy the brand's products again (Kim & Sullivan, 2019). Generally speaking, interesting and emotional design in packaging brand design will have a positive impact on consumers and help brands stand out in the market.

4. Case Analysis and Research

4.1. Brand Packaging Design in China

V-GIRL, a Chinese brand, is a high-end brand designed for adolescent girls with bright colors as its main design feature. V-GIRL is committed to creating a brand design of sanitary napkins with cool personality. Their packaging hopes to integrate the idea of "with personality in appearance and richness in mind" into the packaging design, catering to the characteristics and pursuits of young girls and paying attention to vitality and youth. This brand has always adhered to the brand concept of "follow my own heart, everything is ok", as shown in Figure 3 below. In recent years, through brand upgrading and visual design optimization of packaging for many times, V-GIRL has paid more attention to clear positioning, and the fabric of the products is soft and ultra-thin, which meets the needs of adolescent girls who have a lot of exercise. Moreover, the pattern on the package is bright and full of tension, which also corresponds to the brand proposition that girls are not labeled and have wonderful personality, and the length design is also different, as shown in Figure 4 below. At present, the packaging colors of V-GIRL brand in the market are mainly youthful and bright colors such as pink, purple and light blue. Their color matching can also meet the emotional needs of users (Zhang et al., 2020), and it is more consistent with the image of girl of product users.



Figure 3. (left) V-GIRL's night sanitary napkin packaging design



Figure 4. (right) V-GIRL's sanitary napkin packaging of other lengths

Meanwhile, V-GIRL helps women face up to their bodies from the brand concept and packaging design, and some inspiring words, such as "out of the way" or "unlimit", are printed on the packaging of sanitary napkins, which can inspire young girls to maintain a positive attitude during the period; collision of beautiful and light colors and cute and inspiring design elements also let young girls generate emotional resonance with sanitary napkin packaging (Wei, Ou, Luo, & Hutchings, 2015). As a result, they will feel the attention and understanding of this brand, thus establishing a stronger brand identity.

The Hookfood Store is a snack brand in China, which features fashionable elements that young people like. They take interesting and lovely illustration elements and creative packaging structure as the characteristics of their own brand packaging, as shown in Figure 5 below. Their brand is committed to creating a relaxed and comfortable use environment for consumers. Hookfood stores pay attention to displaying the trend elements, and will display unique and personalized illustration designs on the packaging, such as street art and graffiti style, as shown in Figure 6 below, which endows the products with a strong sense of modernity and fashion and attract the eyes of the younger generation (Chatzidaki, 2016). Furthermore, Hookfood stores not only pay attention to product appearance design, but also pay attention to creative and practical packaging, and can combine the two into one to create product packaging characteristics with 1+1 greater than 2, which is also an interesting innovation in packaging structure. Finally, in order to reduce the impact of packaging on the environment, food stores often use degradable plastics and cartons as packaging materials. Such material innovation can make consumers enjoy the shopping and using process more easily.



Figure 5. (left) Outer box packaging of tea bags in Hookfood stores



Figure 6. (right) Independent packaging of the tea bags

To sum up, the above two brands use emotional and interesting packaging design, which has a positive impact on the brand and connects with consumers emotionally. The consumers can feel the different feelings brought by brand packaging when using products, and this help brands establish emotional links with consumers.

4.2. Packaging Design of Brands Outside China

Tampax is a sanitary napkin brand born in Europe and America, with high-quality products and unique packaging design. First of all, Tampax's packaging is mainly based on blue and red classic color matching. The pure background color in packaging gives people a comfortable and reliable feeling (Rong, 2022). On the front of the packaging, hollow-out technology and unique brand logo design are adopted, as shown in Figure 7 below. This is an innovative method in packaging structure. The hollowed-out packaging can let people see the tampons inside, which is convenient for consumers to check the packaging and observe the state of goods. Secondly, the colorful and complicated graphic design used in the internal tampon packaging has formed a strong visual difference from the pure blue outside and the warm color inside, which can leave a deep impression on consumers.



Figure 7. (left) Packaging box for sanitary tampons in Europe and America (packaging for sales outside China)



Figure 8. (right) Packaging for sales in China

In another tampon package of Tampax, more attention is paid to the attraction of visual effects, as shown in Figure 8. This packaging is mainly sold in China. The arrangement and repetition of bright plane graphics are adopted in this packaging. Also, the surface of the packaging is covered with a special layer of material. When people shake the packaging box from side to side, it will generate reflected light, which, together with the pattern design, seems like fireworks coming out vividly from the plane. This innovative visual form gives the packaging a strong recognition. Generally speaking, Tampax sanitary napkins are simple in design and fashionable in order to provide consumers with comfortable and high-quality product experience. Such packaging design can not only attract consumers' attention, but also convey brand values and concepts.

BELIF is a skin care brand under LG Group in South Korea, which focuses on fashion and fun, and cuts into packaging design from a novel design perspective. BELIF will incorporate more interestingness and interactivity into packaging design, as shown in Figure 9 below, and they use bright colors and interesting patterns, also as shown in Figure 9 below, to attract consumers' attention. Moreover, the used packaging box can be reused, providing consumers with a package that can be designed by themselves. Consumers can fold or cut the pattern on the package according to the dotted

line, and they can make a lovely three-dimensional decoration or disassemble it into small parts. As shown in Figure 10 below, they can assemble other creative items with these small parts, which will make people feel that they are participating in manual games. This design can stimulate consumers' curiosity and desire to explore and make them more willing to buy this product (Z. Y. Gu & Tayi, 2023). Simple patterns and interesting shapes have attracted a large number of consumers, and their interactivity and playability have brought different experiences to consumers. These creative ideas have made packaging design more interesting and interactive.



Figure 9. (left) Pattern design of Korea BELIF skin care product packaging box



Figure 10. (right) Korea BELIF skin care product packaging box

5. Design Strategy Innovation in Daily Necessities Packaging: A Case Study of Sanitary Napkin Packaging Design

5.1. Visual Emotional Design and Innovation of Sanitary Napkin Packaging

In the era of global economy, the rise of minimalist design is an important trend in the field of design in recent years. The German Bauhaus School put forward "less is more" and "minimalism", Japanese Design School put forward the design aesthetics of "achieving Zen and expressing meaning" and the consciousness of "leaving blank space" in China's classical art. This design style advocates simplicity and purity, conveys information through concise elements and concise expressions, and emphasizes functionality and intuition of visual communication. Furthermore, minimalism, as a way of life, has gradually entered people's vision and has a healthy positive impact on people's emotions (Kang, Martinez, & Johnson, 2021). In the meantime, the development trend of flattening graphics is a part of minimalist design, which refers to the use of flattened images and icons to display information. Also, minimalism is integrated into life. Compared with the traditional three-dimensional design, flattened graphics pay more attention to the overall plane layout and simple visual style. This kind of design removes the texture, shadow and gradient of elements, making the design cleaner. Brand logo design represented by "flat style" not only has the typical characteristics of minimalism, abstraction and symbolization, but is also easy to identify, remember and spread, which better explains the main image of the brand. The trick of flattened design is not "subtraction" but "extraction", which extracts and simplifies some abstract symbols from complicated visual images, but it actually contains a lot of thoughts and ideas. Designers need to look for meaningful symbol extraction behind the simple but great flattening style in order not to break away from the unity of form and content.

Taking sanitary napkin brands as an example, we found that most sanitary napkins in China are complicated in form and often described by consumers as "showy". The simplified extraction of graphics has not been achieved, and most of them are consistent in form and rigid in decorative symbols. Therefore, the way to make a breakthrough from this situation and design brand packaging that caters to the younger generation, and the emotional analysis of the interactive way of packaging opening are also related to female visual culture. In today's era, people usually pay more attention to the interaction and experience with products, especially female consumers. Based on the above analysis, we may need to consider enhancing the emotional participation of female consumers when designing the opening mode of packaging. For example, using specially designed zippers, buttons or easy-to-tear seals can make them feel more unique and special. In addition, by adding personalized elements such as small boxes, small gifts or thank-you cards to the packaging, consumers and products can be more closely linked.

5.2. Interesting Design and Innovation of Sanitary Napkin Packaging

Women have about 400 time of menstrual periods in their lifetime, and the amount of blood flowing out is about the equal to that of three adults, so they need to use a large number of sanitary napkins. In the past few years, sanitary napkins have often been packaged with plastic materials, which have certain advantages, such as low price and durability, but they also have great disadvantages, which are difficulty in degradation, and many negative effects to the environment in the process of their production and recycling (Schroter, Rothganger, Heymel, & Seitz, 2023). For example, energy consumption, water pollution and garbage accumulation, coupled with the large number of users, will undoubtedly cause some pollution to the environment, so we need to explore alternative new materials. Apart from the choice of materials, we should also consider the principle of sustainable development in the design of sanitary napkin packaging. We can use biodegradable materials (Ivankovic, Zeljko, Talic, Bevanda, & Lasic, 2017) that will become basic elements in the natural environment after decomposition, and when they are discarded, they will gradually decompose to reduce the generation of garbage. In addition, we can use recycled materials, which can be extracted and manufactured later. For example, our used waste paper is recycled to make cardboard materials. This method reduces our resource consumption and solves the problem of waste disposal. In general, when designing brand packaging, we should consider the relationship between packaging and environment, which is the connection between man and nature and brand packaging. We need to promote green design and environmentalism to promote sustainable development.

5.3. Practical Application of Sanitary Napkin Packaging Design: Packaging Practice of "Biased" Sanitary Napkin Product Brands

5.3.1. The Positioning of "Biased" Sanitary Napkin Packaging Products

When talking about sanitary napkins, it is often accompanied by prejudice and the gaze from social concepts, and menstruation is regarded as a topic "packed in black plastic bags", even taboo and ignored. However, with the change of social concept, the younger generation of women have independent thoughts and firm attitudes. Therefore, our brand needs to use sensory marketing to establish emotional connection with these women and bring pleasant user experience to consumers (Kodzoman, Cuden, & Cok, 2023) and implement the brand concept of "abandoning bias and growing in the sun" from beginning to end. This requires us to start from multiple levels, not only in vision, but also in subtle design in touch and hearing. Simultaneously, we need to pay more attention to the needs and tastes of young women, meet their emotional needs, and make them feel a sense of identity. Young women pursue individuality and freedom.

5.3.2. Visual Design and Innovative Ideas of "Biased" Sanitary Napkin Packaging Design

Because the traditional sanitary napkin packaging often gives people a complicated and crowded feeling, we need to pay attention to the emotional needs of consumers in brand packaging design, such as making some innovative attempts in packaging design and simplifying the sanitary napkin

packaging pattern, as shown in Figure 11 below, so that consumers can feel relaxed and a sense of “breathing” from the packaging. In order to achieve this goal, this design refines and simplifies the complicated symbols of sanitary napkin packaging in China at present, and prepares to keep only the core elements and present a concise visual effect, as shown in Figure 12 below. In this way, packaging will become more intuitive and easier to understand, and more in line with modern women's pursuit of simplicity and beauty.

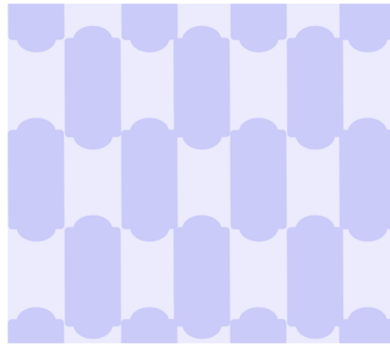


Figure 11. (left) Extraction of elements of biased sanitary napkin packaging



Figure 12. (right) Visual display of biased sanitary napkin packaging

5.3.3. Innovative Idea of Emotional Interactive Design of “Biased” Sanitary Napkin Packaging

When the packaging design is visually experienced, consumers will experience the second round from other senses, that is, the interactive design of packaging structure, so as to better resonate with female consumers. Here, the design of "biased" brand of sanitary napkin packaging will use zipper cartons, as shown in Figure 13 below. Through the process and sound of opening the carton, it gives consumers psychological hints. This inspiration comes from daily life. Unzipping the zipper or tearing something is often regarded as a symbol of liberation, and the sound will cause emotional reactions, and the "creak" sound from unzipping the zipper can also affect consumers' perception (Lin, Hamid, Shepherd, Kantono, & Spence, 2022). This kind of sound usually makes people feel decompressed and relaxed, just like squeezing bubble paper. By introducing this kind of action and sound into the packaging, as shown in Figure 14 below, this study hopes to convey the feeling of relaxation and liberation to consumers, so that they can get psychological comfort while using the products, and also strengthen the emotional connection between consumers and products through sensory experience. This kind of interactive behavior also brings a sense of satisfaction to users, which can trigger consumers' positive emotions, make the use of products a pleasant experience, and affect users' emotional benefits from packaging (Chen, 2022). From the emotional transmission on the packaging plane to the guidance of interactive action, the two complement each other and are indispensable. The design hopes to make consumers feel cared for and respected from all aspects, deeply focus on consumers' inner feelings, stimulate their visual functions in an all-round and multi-level way, and enrich and extend users' sensory experience.

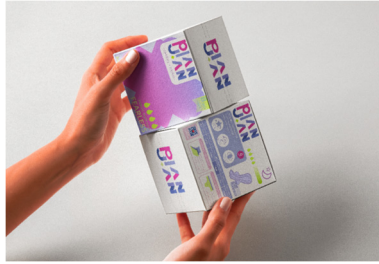


Figure 13. (left) Biased sanitary napkin packaging box



Figure 14. (right) Interactive display of opening package

5.3.4. Conception of Innovative Green Design of "Biased" Sanitary Napkin Packaging Materials



Figure 15. Display of packaging seed paper



Figure 16. Display of planting seed paper packaging

The sanitary napkin box is made of recyclable paper, and the green design is integrated into the front graphic surface, which integrates the seed paper technology and packaging, as shown in Figure 15 below. From the perspective of sustainable development, after the sanitary napkin packaging box is used, its mission of protecting sanitary napkins has been completed. Consumers can cut the packaging box out and plant it in the ground, which can help reduce landfill and waste disposal and realize the goal of waste reuse and sustainable development. Such an environmental protection design is the embodiment of the green concept of sanitary napkin brand. Additionally, from the consumer's psychological level, this is another interaction and psychological connection between the consumer

and the packaging brand. The packaging box is cut out and implanted into the picture, which enhances the interestingness of the whole brand, and the consumer has invisibly joined a link in environmental protection after completing this series of actions, as shown in Figure 16. From the perspective of brand concept, it is hoped that "bias" will be planted in the soil, and it will break ground on this basis, which is also consistent with the brand's concept of abandoning prejudice and growing in the sun. From the first-sight visual experience of packaging in the hands of consumers, to the sensory and tactile experience and the concept finally planted in the soil, so far, the multi-faceted service experience of biased brand packaging to consumers is over.

6. Conclusion

The demand of consumers represents the design direction of brand packaging, and the interesting and emotional brand visual packaging design is limited in the practical application research of daily necessities packaging, sanitary napkin packaging and so on. Therefore, as designers, we should design from the perspective of interestingness and emotion, and consider the packaging materials and green design that help protect the environment. The combination of art and psychology, and the combination of visual brand packaging design with interestingness, emotion and material innovation can be studied, such as the "biased" sanitary napkin packaging design in this study. We can match the brand with the target audience, so that the packaging can more intuitively reflect the values and lifestyles of the audience, which will arouse the emotional resonance of consumers and arouse the emotional experience of consumers by using certain patterns and colors. In addition, in the design of brand packaging, it is necessary to highlight the difference and uniqueness of brand packaging, which is different from market-oriented products, so that consumers can easily identify the brand. Finally, we need to convey the product attributes and quality of its brand packaging, show the warm and environmentally friendly attributes of the products through packaging, and let consumers have a good impression on the products, thus establishing a bond between consumers and the brand. Based on the strategies of interesting emotional design, brand visual design and material innovation, and from these four design strategies, we can help brand packaging to highlight its personality in the market, establish emotional connection among consumers, and help brands and enterprises to improve themselves and develop.

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