



Trend: Illustrations

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On average, a shopper is exposed to over 20,000 different products during a 30-minute trip through a supermarket. This makes packaging design paramount for any brand that wishes to stand out from the crowd.

Given that a product has merely three seconds to catch the eye of the shopper, it stands to reason that the packaging is a brand's most tangible representation. It is therefore vital that design ought to play an substantial role in a brand's strategy.

It was common for the Chinese to view foreign brands as being of higher quality, but as the government has imposed stricter requirements in an attempt at quality control, that trend isn't as prevalent any more. And as the Chinese trust in local brands increase, so have the standards of their packaging and design.

Rather than adopting Western aesthetics to give a more 'international' appeal, many local brands have started to embrace bold Chinese design elements and styles, which range from Nongfu Spring's minimalist and stylised treatment of traditional Chinese art for their Black Tea drinks, to the kitschy yet well-designed caricatures that grace Han Kou Er Chang's soda bottles.



1-2. Nong Fu Springs
3. Han Kou Er Chang

By respecting and understanding cultural nuances, many Chinese brands have found a way to connect with their audiences whilst achieving high visibility on the shelves. According to daxueconsulting.com, the smart and consistent use of colour can improve brand recognition by 80% and influence purchasing decisions by up to 85%.

Likewise, in South Korea, one can find numerous food and beverage brands across categories perusing illustrations that pay homage to the Korean culture, borrowing traditional visual elements and translating that to fit the modern day Korean consumer.



4. Range of beer from Playground Brewery of South Korea



Evelyn Hussain
HEAD OF INNOVATION

Evelyn's experience with agency-side design and branding, as well as an MBA, means she can straddle the creative and commercials divide.

Her academic background in business operations within an Agile and Lean environment complements the practitioner in her, who has lead teams of designers, and project manage clients. She is the best person to lead rapid prototyping, co-creation workshops, whilst perusing design thinking methodology.