

Transforming SMEs through innovative brand packaging



LIMKOKWING
UNIVERSITY
OF CREATIVE TECHNOLOGY

BRANDING INNOVATION
CENTRE

SME Corp and Limkokwing University of Creative Technology Branding Innovation Centre is set up to assist Small and Medium Enterprise (SMEs) in the country to strengthen, promote and enhance their brand packaging to penetrate the global market.

By working together as partners, SME Corp and Limkokwing University intend to provide a strong platform for SMEs to access design and branding professionals and play a role in bringing their views to the attention of the government.

SMEs tapping the resources of the centre can expect a fully integrated package that gives them access to new designs, new logo creations and branding activities, which involve public relations, video production, product and market research and media reach.

SME Corp and Limkokwing University of Creative Technology Branding Innovation Centre provides entrepreneurs from Malaysia's rural areas with good business sense to acquire the latest in brand packaging training, knowl-



edge and skills with which to market their products locally, regionally and internationally.

Ultimately, its vision is to produce a new class of SMEs through innovative brand packaging techniques and thus promote Malaysian brands abroad successfully.



Branding is in the name

Names project the personality of a product; therefore, the chosen brand name must be one that communicates the quality, integrity and strength of what it represents. A brand name is the first act of interaction a company has with a potential customer, so a well chosen name can prove to be an asset of value to the organisation.

Branding benefits

To establish a brand name involves expenses on advertising and promotions, but once it becomes a household name, it provides several advantages. Such brands are guaranteed a long shelf life and offer a lifetime of benefits:

Branding

- Serves as a guarantee for quality and creates confidence in consumers.
- Acquires a special identity and appeal making it easy for the consumer to select.
- Provides the advantage of product differentiation.
- Functions as a modern marketing tool to build business.
- Makes the product to stand out and attracts consumer attention.
- Develops trust and builds consumer loyalty.
- Represents corporate image that helps to sell the brand
- Stands for product benefits, uses and advantages.
- Influences consumers to make the right choice that benefits him/her.
- Motivates the consumer to make repeated purchases
- Helps to spread loyalty through word of mouth.
- Creates awareness, competitive edge and product advantages.

Packaging a product

Packaging is an integral component of a product and plays an important role in its marketability. An attractive packaging is no longer an outer covering for a product, but is very much a striking factor in the success of the product in the market place. In ancient times, packaging served to protect the product from the elements and from rough handling and other factors.

Today, good packaging means good marketing. By creating innovative packaging designs, the brand becomes recognizable. It

grows, it attracts and it builds brand loyalty. Brands such as Coco Cola, Pepsi, Apple and Twitter are status icons for both the young and worldwide.

Packaging benefits

Books are judged by their covers, brands are recognized by their names and packagings are appreciated by their designs. If you wish your product to grab the attention of the consumer, the packaging must be more than attention-grabbing. It must make a big impact on the consumer's willingness to purchase your product. A well-packaged product reaps a good harvest of profits for the businessman willing to tap new innovative brand packaging technology.

A well-packaged product

- Attracts customers.
- Makes a positive statement about the quality of the product.
- Conveys useful information e.g. Halal certification, expiry dates, and ingredients.
- Gives warning and safety guidelines.
- Makes the product stand out from the clutter.
- Builds brand identity.
- Creates corporate identity and awareness.
- Retains freshness, durability and shelf-life of the product.
- Conforms to environmental needs



Brand Packaging is the key to open new global markets

Today, many companies are moving up the value-chain with modern and innovative ways to promote their products and services globally. As an enterprising SME businessman, you may find it worthwhile to work with us to create, develop and imple-

ment your products with brand packaging that makes the difference. SME Corp Limkokwing University of Creative Technology will provide you with the expertise, facilities and the funding necessary to advance your cause.



Contact us through
enquiry@branding-innovation.com



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Inovasi 1-1, Jalan Teknokrat 1/1, 63000 Cyberjaya, Selangor Darul Ehsan, Malaysia Tel: +60 3 8317 8888
Fax: +60 3 8317 8988 www.branding-innovation.com