New paradigm of packaging design in Internet scenario

Dingwei Zhang 1, Huijie Peng 2

1 College of Art and Design, Shanghai University of Engineering Science, Shanghai 201620, China
2 School of Business, East China University of Science and Technology, Shanghai 200237, China
E-mail: zdw8good@163.com

Abstract. Based on the new design context, this paper studies the development trend of packaging design with Internet thinking from the perspective of strategic marketing and new design paradigm, and considers the influence of Internet design context on packaging design. Iterative innovative design can not only satisfy consumption, but also create and guide demand. The creative packaging design paradigm of the new era pays more attention to the application of humanistic elements in the process of design-driven innovation. Culture, brand building, visual entertainment, Internet of everything and other elements are integrated and innovated in packaging design. Change is the way to innovate. Therefore, packaging designers should grasp the new trend of packaging design era and strengthen the ability of data mining and technology implementation, and maintain the design sensitivity and responsibility to inject new power into the packaging design of the new era, so that our life will be better.

1. Introduction
Internet thinking is a way of thinking about the complex social practice innovation design in the context of Internet technology. Packaging, as a form of marketing, has the function of promoting product sales. Modern packaging design should not only play the role of protection and promotion, but also pay more attention to the application of humanistic elements in the context of The Times. In modern packaging design system, all kinds of design elements combine and create new value to seek innovative development in the change. In order to stand out from other similar products, the packaging design of products needs to be very outstanding [1].

2. New paradigm of package marketing in Internet scenario
The Internet scenario of artificial intelligence and information sharing makes modern packaging design have prominent new changes and development compared with traditional packaging design.

2.1 Diverse communication methods
In the context of Internet, some new modern marketing information communication platforms have appeared in the modern product sales mode. Compared with the traditional sales communication channels, these platforms are more diversified and precise.

With the prosperous development of information network technology, designers can use Internet tools to collect a large number of consumers' personal preference information data, which is the advantage of precise marketing of packaging design in the context of the Internet. By mining users' online browsing habits and relevant personal information data, the website will match and place the
optimal advertisements according to different users' behaviour habits, interests and other information \[2\]. For example, when a young mother and a retired teacher visit the page of the same website, the website will show the best advertisement information based on their browsing history and professional hobbies.

In the era of "Self media", WeChat, QQ, Facebook, Instagram, Line, microblog and other social media have changed the way we live, study and work in our daily life. Such interactive social platforms have also become effective communication and publicity platforms for product packaging.

Case: “Le Chun” -- the first yoghurt in the world to meet another foodie with a story!

Le Chun yoghurt is a popular product packaging design case with social attributes. In terms of content marketing, “Le Chun” has a high standard for copywriting design and brand construction. The back of the Le Chun yoghurt box becomes a matchmaking medium. Businesses voted from thousands of submissions to produce a new packaging theme. Through the collaborative participation of consumers in packaging design, the company realizes the continuous update of product packaging design. You can get to know another food lover with a story through the QR code on the lid of the scan music box. You all love to travel and be unconventional, also have your same hobbies and get in touch with him/her immediately. The Le Chun team also specially filmed relevant packaging promotion videos to show the social entertainment features of Le Chun. As is shown in Figure 1, “Pure food – Le Chun” is a typical example of the mutual achievement of Internet thinking in social platforms and packaging design \[3\].

![Fig.1 Video "Yogurt from the future"](image)

2.2 Humanized marketing methods

People's lifestyle and shopping style have changed significantly because of Internet technology. Nowadays online shopping becomes a fashion, so the brand design of online visual is much more important. Now we have entered the era of Product Identity System (PIS) from the past Company Identity System (CIS) era. Young people will buy this product because of friends' recommendation or web celebrity hot style. For example, when choosing snack foods, we will choose “You Bai Jia” in the candy category, “Three squirrels” in the nut category. Why is that? That's the brand. The essence of creating a product brand is to provide customers with different consumption experience: user experience, visual experience, communication experience and service experience. Taking "Jiang Xiao Bai" brand as an example, its copywriting planning and operation strategy innovation have grasped the characteristics of young people's preference of simple life, extremely rebellious spirit and customized demand, and provided more consumer services \[3\].

2.3 Intelligent transportation and packaging

The optimization of Internet technology and product marketing eliminates the limitation of region and time, enabling overseas online shopping to be realized. Products can be traded freely on the Internet. Taking Jing Dong logistics as an example, Jing Dong logistics management pays more attention to the timeliness and the design of information privacy protection for consumers. Jing Dong shopping can realize the service of same-day arrival of shopping in the same city. Transportation packaging adopts mobile phone ordering and door-to-door blocking business, which ensures the effectiveness of sending and receiving express mail and the real-time tracking design and management of logistics information. Thus this prevents the leakage customer information and the express mail loss event occurrence.
3. The influence of Internet thinking on product packaging design

3.1 Strengthen visual innovation

The application of design thinking makes the packaging design much visually impactful and able to highlight the artistic characteristics of packaging to achieve outstanding reasonable and unexpected visual effects. Consumers will generate visual impulse in the first three seconds of watching video, and the emotional impact of product information determines whether the product can achieve a transaction. Therefore, it is of great significance to enhance the visual impact of modern packaging design for the successful completion of sales. For example, designer Ban Hu’s newly designed high-grade gift series packaging and visual marketing plan for Liang Pin store expresses the geometric aesthetics of contemporary design and profound Chinese traditional culture through visual design, which is presented in front of us across media, as shown in figure 2.

The visual image design of packaging marketing design focuses on the explosive power of visual impact, which is a new understanding of contemporary product packaging under the Internet domain. The goal of packaging design is to promote sales, not just the beauty of the product. In the context of contemporary Internet, packaging marketing plan upgrading and visual image design strengthening become the key components of design.

![Fig. 2 high-end zero food packaging design of BESTORE](image)

3.2 Optimization of marketing strategy

Internet marketing is a subversive marketing mode based on the application of Internet technology, which integrates brand marketing, network marketing, micro marketing and other marketing modes. In the era of Internet DT, the success of a brand requires two aspects: 1. Online, brand operators use Internet technology to precisely meet the needs of customers. 2. Offline, brands operators realize the implementation of offline marketing by combining brand consensus, creative marketing and copywriting design [4]. In the context of Internet, the construction of packaging design brand is coordinated by online and offline.

Since modern young people pay more attention to the consumption experience, innovative planning document is more conducive to brand promotion in the Internet scenario. Social media platforms and online word-of-mouth effect are all effective drivers of brand building. Under the Internet thinking, the typical cases of successful online marketing brands include Mushroom Street, Vip.com, Tmall.com and so on.

3.3 Enhancement of technology realization

At present, the improvement of packaging materials and various packaging printing and molding technologies has promoted the innovation of packaging design. The application of anticorrosive technology in packaging solves the problem of environmental protection in food packaging storage and transportation. The use of edible glutinous rice paper in candy packaging and pastry packaging and the innovative application of aluminum beer bottle packaging are the results of the development of modern molding technology. In the era of Internet of everything, in addition to the basic functions of storage, protection, transportation and sales, the design of modern transport packaging should take whether it is environmentally friendly and recyclable as an important indicator of the quality of
packaging design. The relationship among ecology, society, economy and culture needs to be balanced in the future packaging design.

4. New paradigm of creative packaging design in the future

(1) Green packaging design and packaging follow-up function design. Green packaging design is the designer's reflection and design practice on the environment and ecological destruction of modern civilization activities. The influence of sustainable development concept and designers' application of environmental protection and sustainable design materials will contribute to the healthy and sustainable development of our living environment. The recycling of packaging design materials and the derivation of the function of subsequent use of packaging will promote the development of green and sustainable packaging design in the future [5].

(2) Interesting packaging design that meets the psychological needs of consumers. Interesting packaging has nothing to do with a gender or gender. For example, packaging designed for children is more interesting. However, the premise of interesting design should first ensure the practicality of packaging design, and then satisfy the consumer's entertainment consumption psychology [6]. As shown in Figure 3: “creative packaging design of potato chips”, creative potato chip packaging design captures the appetite and entertainment psychological characteristics of children and female consumer groups. This kind of packaging changes the traditional bagging way of potato chips in the past, realizes the deformation structure of barrel and the function of jigsaw puzzle, and adds interest while enjoying delicious food.

Fig.3 Creative packaging design for potato chips

(3) Packaging Bionic design is the designer's re-creation of natural things. It is the design practice of the concept of "Green, ecological and creative". Bionic packaging design combines the contemporary design context, service object and aesthetic taste, and makes the products stand out from other similar products with the concrete bionic design form. Bionic design can deepen the intimacy between consumers and products. As is shown in fig.4, “Welcome to Jian De” lotus seed wine packaging design”, the designer makes a bottle of lotus seed according to its shape, together with the ceramic bottle body and wooden bottle cap, which magnifies the attributes and characteristics of lotus seed wine.

Fig.4 "Welcome to Jian De” lotus seed wine packaging design
(4) Advances in technology have made it possible to design customized packaging services. Taking the liquor brand "Jiang Xiao Bai" as an example, its main consumer groups are young people full of vigor and vitality and the pursuit of individuality. With the maturity of digital printing technology and the popularity of small data programs, "Jiang Xiao Bai" brand realizes customized services with the help of WeChat public account platform. In addition, consumers can also share their consumption experience through WeChat circles of friends based on the customized service. The visual effect of the cartoon image of the post-80s young people combined with the short perceptual, humorous and uninhibited advertising quotations makes the packaging design of “Jiang Xiao Bai” liquor distinctive [7].

(5) Innovative packaging design emphasizes the use of humanistic elements. The essence of design is Human-oriented. Designers display a culture through packaging design in order to find the cultural identity and resonance between product design and consumers. Figure 5. Taking the rice packaging design of "Five grains are plentiful" and "Fish every year" as an example, this kind of packaging design utilizes strong traditional Chinese culture and regional cultural elements, showing a strong humanistic concern. The application of cultural elements and graphic design of words reflects the recall of history, which is a kind of caring and increases the emotional communication between products and consumers, thus promoting the sales of products.

![Fig.5 "Five grains are plentiful" and "Fish every year" rice packaging design](image)

5. Characteristics of excellent product packaging design
The sustainable development of packaging design brand requires the ability of iterative innovation to promote the sustainable sales and design innovation for packaging design. The genetic characteristics of packaging brands are cultural genes that iteratively innovate designs. For example, For example, PepsiCo uses blue and red elements. The blue and red elements are also used in bottles and cans of Pepsi or Pepsi related products. Therefore blue and red are the cultural genes of its Pepsi brand. The better the packaging brand, the easier it is to identify. For example, almost everyone can recognize the "M" of McDonald's and the "KFC" logo of KFC. Excellent packaging design for the promotion of products and the derivative of peripheral products cannot be ignored. Take the packaging design of "Lai Yi Fen" and "Bai Cao Wei" as examples. Especially in the era of modern intelligent Internet, the prosperity and development of e-commerce make online packaging design also have the same characteristics [8].

6. Conclusion
Packaging designers should be good at adjusting marketing strategies and design methods to seek innovation in the Internet information age and strive to adapt to new design principles. Packaging design not only needs breakthrough innovation of external structure, shape, graphic design, but also fits the culture and consumer psychology. In the context of a new design paradigm, design is innovated through iteration to create and guide requirements. Designers should be familiar with the creative packaging design paradigm of the new era, pay more attention to the driving innovation and application of modern packaging design, and integrate and seek change in the development process of packaging design. Designers should not only have design feelings, but also maintain the sensitivity to design and responsibility to explore the collaborative development of packaging design in the future.
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