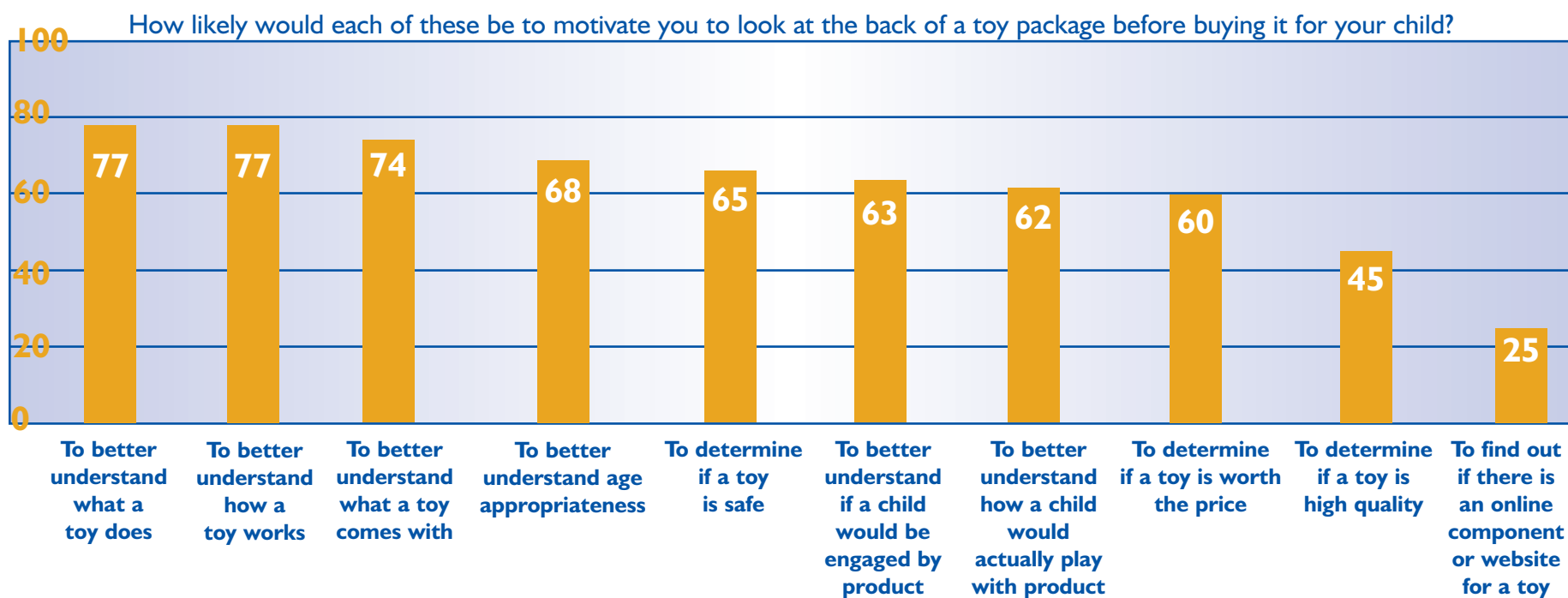


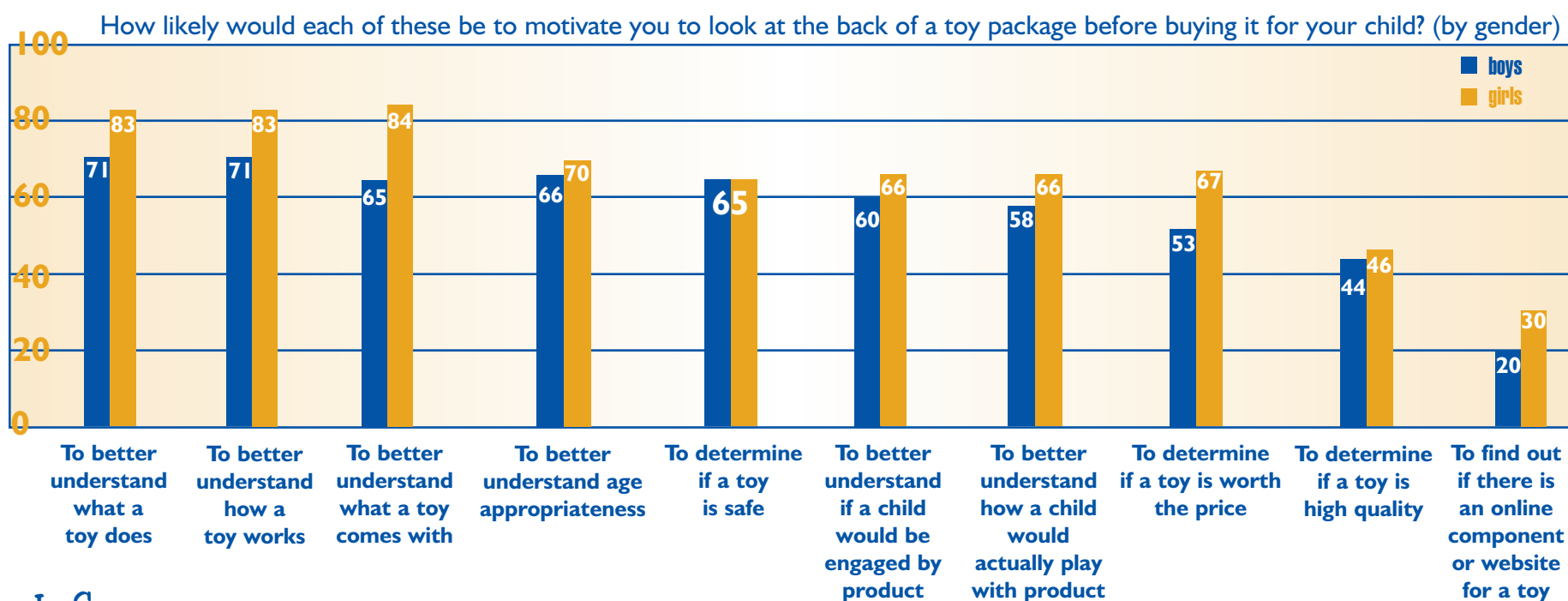
Back of Package—Billboard or Black Hole? *Moms Share Motivators for Reading Back of Box*

by Nancy Zwiers

There's so much to say about your product and so little space to say it. Determining a communication hierarchy is one of the most important steps in package design—knowing what to say on the front of the box and what to save for the back. But this space allocation makes a big leap of faith—that Mom actually turns the package over and reads the back. A recent survey conducted by marketing and product design firm Funosophy, Inc., asked nearly 200 moms of boys and girls ages 3–5 what, if anything, motivates them to look at the back of a package.



“The front of the package is reserved for the most compelling images and messages. The back of the package is where you get to tell your story, explain your product in more detail, and cross sell your brand.” —Maureen McHale, president, McHale Design



In Summary

Moms are reading the back of the box, so it's safe to save some of your secondary messaging for the “other side,” particularly the specifics about what your product does and how it does it.

Nancy Zwiers is CEO of kids' marketing firm Funosophy, Inc. This survey was conducted by Funosophy and its research partner, KidzEyes, among a nationally representative sample of 200 boys and girls ages 3–5.