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Your Trash, My Treasure

Unboxing the philosophy behind why
people keep their iPhone packaging.



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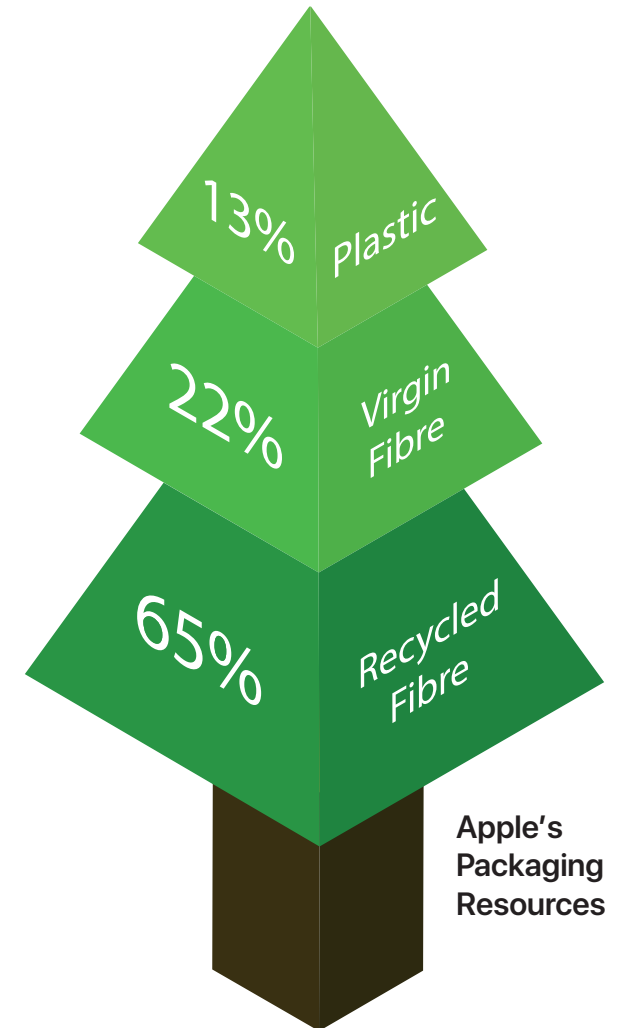
There is a certain type of philosophy behind why people are so attached to their iPhone packages and it entirely revolves around Apple's brand identity and how they've managed to communicate that to their demographic. Apple is one of the few brands that have successfully translated what they represent as a brand into their visual identity and for it to be universally recognisable.

People become so attached to their iPhone packaging because just like the Apple brand itself, the packaging has just as an equal effect in representing Apple's ideals as the iPhone alone. Apple, now being a brand giant, has become an icon of popular culture, amplifying the brand identity within society. Apple has manifested a brand that would enhance people's lives with their products, creating a companion that makes us feel cooler and our lives more uplifting and glamorous. It is because of this perception that the packaging also harnesses most of the aspirational qualities of the brand thus causing the consumer to hold onto it, in a way that displays aspects

of our personality or lifestyle similar to how bookshelves and art do.

Another influential factor of Apple's brand identity that affects consumerism is their large emphasis on being environmentally friendly. Apple uses a three-part strategy to mitigate the impact on current and future forest resources in regard to their packaging. This three-part strategy includes using paper more efficiently and using recycled paper where possible, sourcing virgin paper responsibly, and protecting and creating sustainable working forests. Active ways in which Apple have executed these strategies are; replacing some plastic components with materials like bamboo fibre and bagasse (a by-product of sugarcane manufacturing) and getting their paper from responsibly managed forests, controlled wood or recycled sources.

Now you might be left wondering, how are these ideals represented visually? The answer behind that is found within Apple's marketing. Apple exudes a lot of effort when it comes to their packaging, employing designers who specialise in package

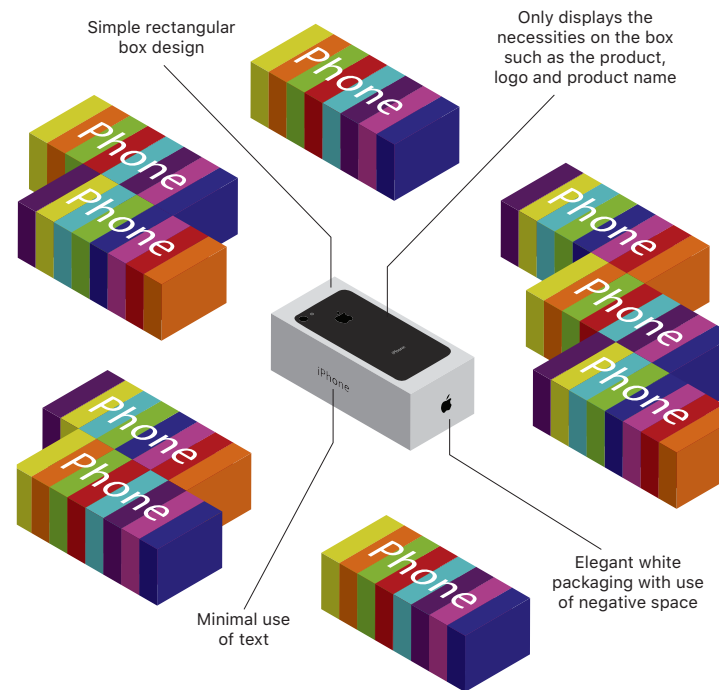


design to create and test numerous box shapes, angles and tapes to achieve something that's easy for customers to open, identify and start using. By putting so much focus into the packaging, Apple have increased the sensory experience which is the first experience a customer has with the product via packaging. This experience is vital as the interaction the consumer has with it determines the chances of them buying it or not and Apple have achieved this through creating a sensory experience that communicates its brand identity. Apple are notorious for communicating their brand without any words or use of a logo in order to make its packaging as visually appealing as the devices inside. They design their packaging to be clean, direct and simple amongst a world of clutter and constant sensory over-stimulation by withdrawing from eye-grabbing colours and images. This was a very smart move on behalf of the marketing team due to the fact that visibility is directly connected to purchase levels and remains the key reason why 80% of new retail products fail. Studies in eye-

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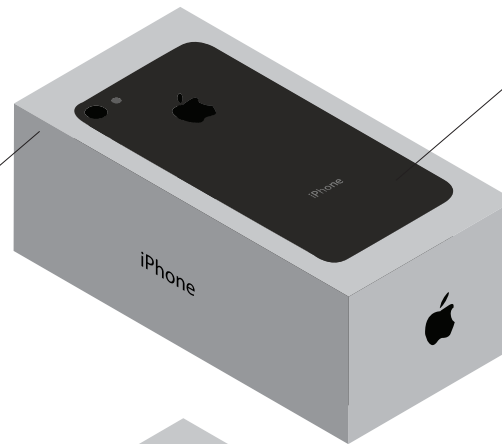
Apple's Visual Identity



tracking by the PRS (Perception Research Services) also prove that "less is more" when it comes to text on packaging as shoppers look at a package for five seconds deciding whether to pick it up and if there's more text, it competes for the same five seconds of attention, making it less likely for the message to be delivered. By doing so, Apple has harnessed minimalism to its advantage, providing packaging that reflects the contents within the box by being elegantly presented, cleanly designed and straightforward to use which attracts the consumers attention. Overall, the strength behind Apple's branding identity and how they market and communicate that to their audience is the key factor behind the mentality of why people choose to keep their iPhone packaging.

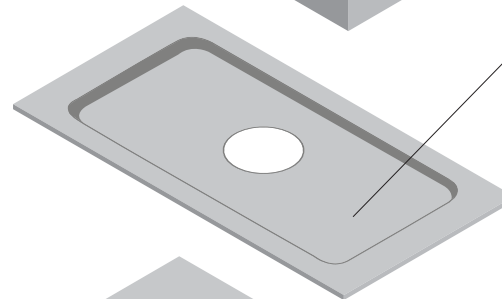
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The Sensory Experience

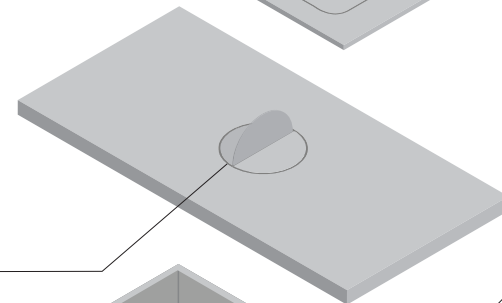


The top of lid displays the product inside the box to juxtapose revealing the physical product after seeing it as a 2D image

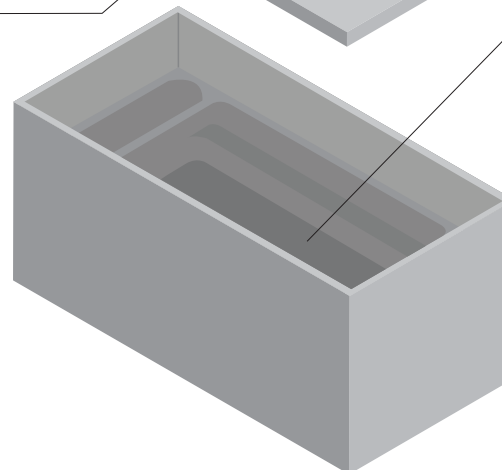
Lid was designed to have a slightly larger circumference than the contents box in order to create a slight amount of tension, causing the lid to slowly slide off and add more anticipation to the reveal



After removing the iPhone from it's packaged slot, a peephole is revealed in the centre, displaying a pull tab underneath which creates curiosity for the consumer



By having the pull tab layer only display a pull tab amongst the all encompassing white creates the excitement of a second reveal and prolongs the unboxing experience



Once the tab is pulled, all the added components that came with the purchase are revealed such as your earphones and charger