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## **FMCGe News Article**

### **Putting Packaging at the Heart of NPD**

**Wed 15<sup>th</sup> April 2009**

## Putting Packaging at the Heart of NPD

On Thursday 30th April the Food & Drink Innovation Network will be hosting its conference 'Putting Packaging at the Heart of NPD' at the Metropole Hotel Birmingham. Attended by some of the biggest names in Food and Drink, it's a conference you cannot afford to miss!

Chris Sinclair, Managing Director of The Oxford Research Agency, will be presenting on how to ensure your packaging creates "Love at first sight" with Consumers.

The Food & Drink Innovation Network (FDIN) is a cross between a trade group and a best practice club running monthly seminars focusing on food and drink product development.

The seminar is £390 + VAT, and their chairman, Jeffrey Hyman says "Don't let the low price fool you, we're a non commercial best practice club and run the best attended seminars in the industry. We're also pleased that Chris Sinclair, Managing Director of The Oxford Research Agency will be presenting on how to ensure your packaging creates "Love at first sight" with Consumers."

It will highlight:

- Why new packaging design fails: in-market pack design case studies
- Why consumers are consumers and not pack designers
- Why standout is not everything in packaging design
- How to ensure your packaging delights consumers and increases sales
- How to identify the additional volume your new pack design can bring to your pack

To see the full agenda and to register for 'Putting Packaging at the Heart of NPD' seminar go to:

<http://www.fdin.org.uk/seminars/putting-packaging-at-the-heart-of-npd/>