

A look at the most effective points of entry to BRANDPACKAGING

JO Just Out

[New packaging]

We're always interested in new packaging and prefer to have an exclusive on the first web run. Send project background, launch date, market info (countries or regions of distribution), multiple images and credits.

WS The White Space

[Packaging Concepts]

We launched the White Space as a way to explore packaging concepts that seize the white space—the unmet needs and untapped opportunities—in the marketplace. In some instances, we'll tie it into a news story (like the recent sale of Pringles); in others, we'll look at blue-sky concepts that reveal opportunities in a category or with a consumer need.

BL The Bottom Line

[ROI]

This is our ROI section, so we're looking for client-verified results that point to the effectiveness of package design, whether it's increased distribution, year-over-year numbers, access to a new retail channel, etc. Send information and images.

B(r) Brand (re)New

[Redesigns]

This is a case study on a recent and notable redesign. We need before-and-after pics to consider the project; send the images and a brief project background.

[Articles/Story Ideas]

We're ALWAYS looking for good features to run. Topics of perennial interest are sustainability, store brands/retail environments, design, research and materials/technology. Ideas should be non-commercial and of interest to our audience in brand management and brand design functions. Take a look at what we've covered on the topic and pitch us a new angle or tie it in with news of the day.

Pitch Jennifer Acevedo for sustainability, design, materials/technology, store brands/retail environments and research-related articles, acevedoj@bnpmedia.com.

Remember, these are just the basics. We're always interested in batting around ideas for unique editorial, webinars, conference sessions, and other related projects.

JENNIFER ACEVEDO
acevedoj@bnpmedia.com