QUICK GUIDE TO SMART PACKAGING

As a marketer of retail or packaged goods, you've likely been hearing a lot lately about a number of new packaging terms, including "smart packaging," "active packaging," "intelligent packaging," and "connected packaging." And you may be wondering, what is the difference between them, and what do they even mean?

In this guide, we'll explain what each of these terms mean so you can decide which ones are most relevant to you, and which can help you in your business.

Smart Packaging

Let's start at the top. "Smart packaging" is an umbrella term that refers to packaging that provides functionality beyond just housing a product. It usually is embedded with technology that can either sense or impart information about the product or brand.

Still with us? Don't worry, it'll make more sense as you read some of the examples below.

Intelligent Packaging

A subset of smart packaging is "intelligent packaging." Typically used for food and beverage products, intelligent packaging includes sensors that can detect the freshness or temperature of the package contents.

Active Packaging

Also popular in food and beverage applications, "active packaging," goes a step further than intelligent packaging in that the package can interact with its contents. For example, active packaging may release antimicrobial agents to prevent bacterial growth when it senses the product's freshness is being compromised.
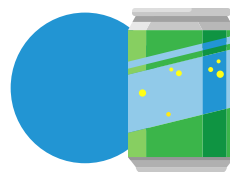
Connected Packaging

And then there's "connected packaging." Connected packaging isn't limited to food and beverage products. In fact, it has applications in nearly any retail product category, including toys, cosmetics, gaming, and apparel. In connected packaging applications, a special code is printed on or within the product's package. Consumers can activate this code with a mobile device to receive exclusive content.
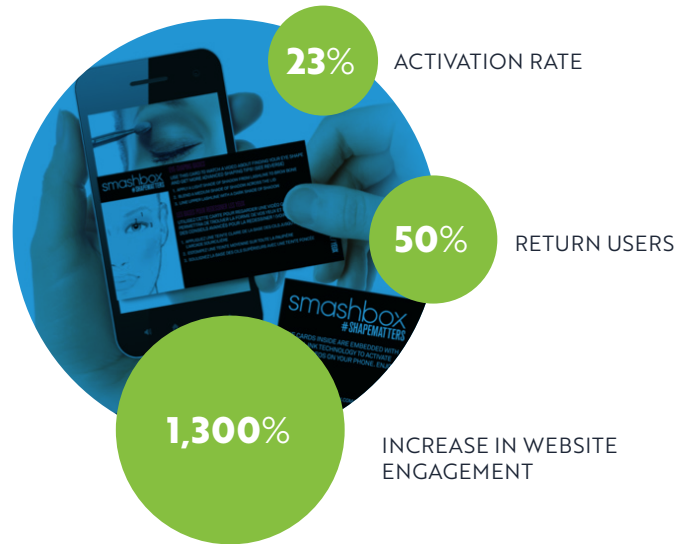
Connected Packaging *- Continued*

For example, Smashbox Cosmetics embedded a code on a card that was included in its eye shadow packaging. The card instructed consumers to go to a website, then to touch their mobile device to the card to unlock a series of "get the look" video tutorials taught by professional makeup artists.

Other brands have used connected packaging to deliver coupons, offer collectible items, and allow consumers to confirm whether a product is authentic.

Connected packaging applications are gaining popularity with marketers due to its ability to create deeper relationships with current customers to elevate brand loyalty and increase customer lifetime value. In the case of Smashbox above, the campaign achieved a 23% activation rate and increased website traffic by 1,300%.

23% ACTIVATION RATE

50% RETURN USERS

1,300% INCREASE IN WEBSITE ENGAGEMENT

Intelligent Packaging

SMART PACKAGING

Connected Packaging

Active Packaging

Breaking It Down

Smart Packaging: Umbrella term to describe packaging with enhanced functionality through technology.

Intelligent Packaging: Contains sensors to determine the condition (e.g., freshness or temperature) of the product. Primarily used in food and beverage applications.

Active Packaging: Interacts with the package contents to alter its condition, especially to extend freshness or shelf life. Primarily used in food and beverage applications.

Connected Packaging: Allows consumers to interact with a product through a code on the package that can be activated with a mobile device. Used by brands to deliver exclusive content to its customers.

Want to learn more about how smart packaging can help your brand create deeper relationships with customers?