

Packaging Design of Bestore Pork Jerky Based on the Concept of Fit

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Abstract. With the continuous improvement of the quality of life and the continuous improvement of consumer demand for products, the importance of design is self-evident. Fitting concept is a good design method applied in modern packaging. Combine this design concept with the product packaging function to achieve the unity of form and function. This article explains the concept of fit and its design value, taking BESTORE pork preserved gift box packaging design as an example to demonstrate the application of the concept of fit in food packaging design.

Keywords: fitting concept; gift box packaging; style; food packaging design

1 Introduction

In recent years, China's science and technology and national economy have been developing, and people's consumption level and spiritual needs have also been improved. The material needs of life, which only requires food, clothing and warmth, can no longer meet the growing spiritual and cultural needs of people. This contradiction has prompted the constant updating of food packaging, and packaging as part of the commodity is more and more closely linked to visual aesthetics, physical in the material structure and consumer psychology and other disciplines, and therefore become a comprehensive discipline. Food packaging is no longer just about protecting and transporting goods, but more about expressing people's values and the importance of attracting consumers to the goods.

The author conducted research on similar brands in the market and found that BESTORE, as a representative brand of high-end snacks in China, has a good quality and reputation of its snacks. As shown in Figure 1, from July 2017 to July 2018, the share of each brand changed. BESTORE 4%→5%, mainly because the sales of pork skin bread and hand-pulled bread under the three giants are among the top 20 and top 20 best-selling snacks in Ali's snack food list, and BESTORE occupies two seats. Dried pork is simple and portable, not suitable as a gift, and there are very few gift boxes. By reviewing the literature, the author found that, as shown in

Figure 2, the research on fit packaging design is generally on the rise. Therefore, according to the market demand, the packaging design of the pork jerky under the fit concept is carried out to enhance its value.

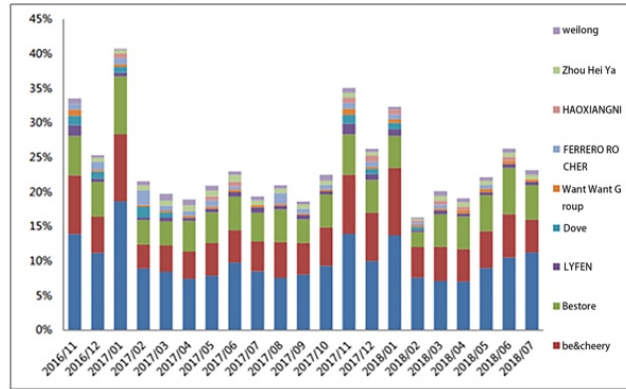


Fig. 1. Similar product sales chart

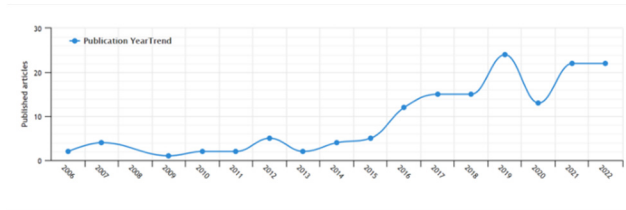


Fig. 2. fits the research trend of packaging design related literature

2 Overview of fitting packaging

2.1 The concept of fitting packaging

The meaning of fitting is to match, and fitting packaging is the correspondence between two or more elements in the packaging structure or vision, to complement each other, to form a complete organism, and to present a new expression or practical function. Fitting is a common design method in packaging design. Fitting packaging is the application of certain laws in packaging, using the correlation generated by the laws to form a state of fitting and this correlation makes the various elements of the packaging to achieve a balanced and harmonious state, from the level of thought and emotion to make the packaging more integral, which is the essence of fitting packaging [1]. The fitting packaging has consistency in both structure and idea, and the application of the fitting form in the fitting packaging design not only increases its own function and practicality, but more importantly, it meets the spiritual needs of modern people [2].

2.2 The design value of fitting packaging

Both the structural and visual design of fitting packaging need to be designed from the perspective of consumers to meet their needs in order to realize its design value.

2.2.1 Practical value

Two basic characteristics of a product are as follows: one is the function of the product; the other is the form that exists as a product. Form and function are closely related, and good design is a high degree of unity between function and form [3]. Fitting packaging is not a packaging form in which form is greater than function. Through the rational use and integration of materials, the optimal design of packaging space achieves the purpose of saving space, while reducing the waste of resources, and enhances the convenience of transporting and carrying goods, making them more convenient to use and categorize and handle. The practicality of the packaging in the fitting design should meet both the convenience in the use function and the beauty in the appearance [4].

The packaging design of BESTORE dried pork slices starts from the practical perspective of function, effectively uses materials, practices design with a paper structure, and makes clever conceptions in packaging structure and visuals from the perspective of product attributes and consumers to achieve the effect of promoting sales and protecting goods as well as realizing the purpose of facilitating consumers to open the packaging and take the goods.

2.2.2 Aesthetic value

The aesthetic value of the packaging can play a role in beautifying the goods, transmitting different concepts of different goods to people through different materials or patterns, giving people aesthetic enjoyment and pursuing more appropriate aesthetic expression, thus promoting the production, sale and use of goods. Fitting packaging design forms each individual element into a unique form and function through fitting, and its visual impact transcends the aesthetic and function of the individual elements. The structure gives people a rational aesthetic feeling and the visual gives people a sensual aesthetic feeling, which together constitute the aesthetic value of fitting packaging design.

2.2.3 Emotional value

In his book *Winning Marketing Strategies*, Barry Feig introduced the concept of “emotional marketing”, pointing out that image and emotion are the source of power in the world of marketing [5]. The success of many products is due to the establishment of an emotional connection with consumers, providing some kind of irresistible and irreplaceable emotional experience. In the process of buying and experiencing the goods, consumers increase the pleasure of using the goods through the interactive process with the goods, making the goods and packaging more affable and interesting, thus also increasing the brand recognition and promoting the sales of goods[6]. By incorporating the unique opening method into the packaging design of BESTORE’s dried pork slices, the unique opening method of the gift box can create an interactive experience with consumers when they open it, bringing consumers closer to the product through its own design language, allowing consumers to resonate with the product and enhancing the added value of the product.

3 The application of the fitting concept in the packaging design of BESTORE dried pork slices

The design form of the fitting packaging and the complex fitting structure can be a perfect blend of different forms. For example, in the ancient Chinese mortise and tenon structure, completely different forms are unified through the fitting and cleverly integrated and assembled to produce new functions or visual effects.

3.1 The “opening” and “closing” in the design of fitting structure

In BESTORE’s fitting packaging design, certain structural relationships are used to create a fitting process or form a new form to realize its use function or aesthetic function. The author applies the fitting relationship in the mortise and tenon structure to the design of the dried pork gift box. As shown in Figure 3 gift box packaging is a paper structure, to reduce the use of packaging materials, to achieve the goal of green environmental protection requirements. As shown in Figure 4 and Figure 5, the package consists of an inner compartment and an outer box. The inner compartment and the outer box are opened by the combination of the heaven and earth lid and the swing lid, and the inner compartment and the outer box are connected as a whole through the positive and negative space. A bonded paper belt is added on the top of the inner compartment to connect the inner compartment with the top cover of the outer box, which brings out the inner compartment when opening the lid and brings back the inner compartment when closing the lid, forming a contradictory space and increasing the fun of opening the gift box. At the same time, the opening method of the lid is more convenient for users to open and close the box. Through the clever design of the new opening method, several parts become a complete integration, and the convenience and tactile experience of opening, closing and picking up are taken into account in a very humane way.

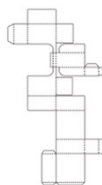


Fig. 3. packaging structure diagram (drawn by the author)

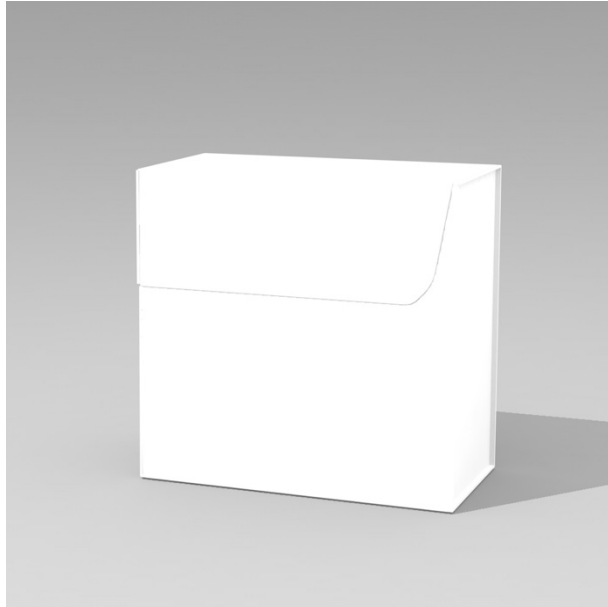


Fig. 4. packaging gift box closed state (drawn by the author)

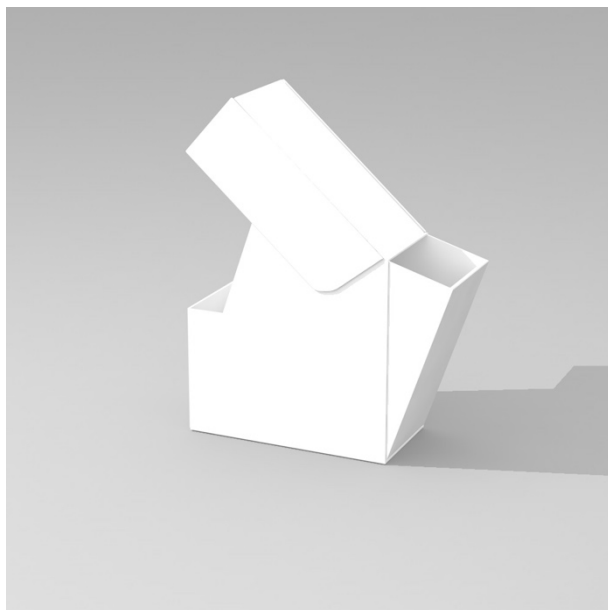


Fig. 5. packaging gift box open state (drawn by the author)

3.2 The “visible” and “hidden” in visual design of the fitting

The innovative structural design in the visual design of BESTORE’s dried pork slices packaging is important, but the visuals on the packaging are also the “silent salesman” of the product, adding to the overall shape of the packaging. As shown in Figure 6, for the front view of the package designed by the author for BESTORE’s dried pork, the theme of the gift package is “everything is Smooth”, using the harmonious sound of “Zhu” and “Zhu” to put the auspicious, exaltation and blessed meaning into the package. The front half of a pig is shown in the picture, and the spices used to make the dried pork are presented in the form of a line drawing, which is presented as a background pattern to show the raw materials of the dried pork slices visually. As shown in Figures 7 and 8, when the gift box is closed, only the head of the pig on the front and the tail of the pig on the side can be seen, while when the package is opened, the inner compartment picture linking the head and tail of the pig is an illustration of the dried pork spread-out. Between the opening and closing of the box, the meaning of “visible” and “hidden” is expressed to the fullest extent, thus making the consumers resonate with the emotional consciousness of the product.

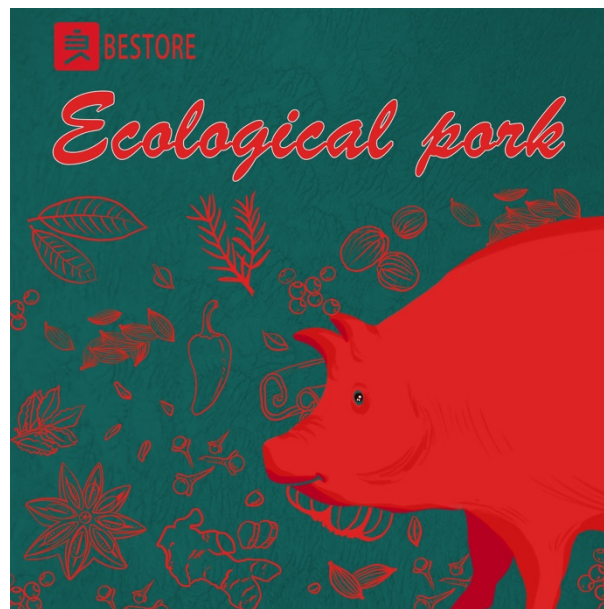


Fig. 6. packaging front visual (drawn by the author)



Fig. 7. Packaging closed state visual (drawn by the author)



Fig. 8. Packaging open state visual (drawn by the author)

4 Conclusion

Integrate the concept of fit into the structure and visual design of the package, increase the fun of opening the package, allow consumers to obtain a higher level of freshness and pleasure in the process of using the product, enhance the consumer's recognition of the product, and improve the the market competitiveness of commodities is the mainstream design trend in the future.

References

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