



# **Branding vs Packaging**

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# Difference between branding and packaging

## I. Meaning

Branding is the strategy used to develop a unique image of a product/service in the eyes of customers so as to attract them towards the product and create trust within them. In addition, it seeks to differentiate the product from similar products/services provided by competitors in the market. Packaging, on the other hand, refers to the process through which the container, packet, wrapper or cover for enclosing a product is designed, evaluated and produced.

# **Difference between branding and packaging**

## **2. Purpose**

Branding seeks to provide a unique identity to a product and to make it different from other products in the market. On the other hand, the purpose of packaging is to promote the product and to keep it safe from any kind of damage. Packaging ensures that consumers receive the product in its original condition.

# Difference between branding and packaging

## 3. Elements

The different elements of branding are name, logo, color, sign,, etc., whereas packaging comprises of color, logo, font, description, etc.

## 4. Advantages

Branding helps in establishing trust and long-term associations with customers. It plays a part in customer retention and increasing loyalty among customers. On the other hand, packaging helps in gaining the attention of customers.

## BRANDING

VS

## PACKAGING

### Meaning

Creating a unique product/service, that is different from those of competitors so to attract customers and develop trust.

The process of designing, assessing and creating the packet, wrapper, container, etc. for wrapping the product.

### Purpose

Its purpose is to make the products unique and distinct from other competing products in the market.

Its purpose is to promote the product and keep it secure from any kind of damage so that it reaches customers in its original form.

### Elements

It includes name, color, logo, sign, etc.

It includes color, font, logos, description, etc.

### Advantages

It helps in establishing trust and long-term associations with customers. It seeks to retain existing customers by increasing loyalty.

It helps in gaining the attention of customers and drawing them towards the product.



**Thank you!**