
How we recognise brands.

The consumer register: the order in which people read packaging, and what it means for the way your brand communicates.

How do we recognise brands?

The consumer register is based on the order in which people read packaging. Knowing it lets us target brand communication in the most effective way.

1

Colour

The first thing we notice, from across the room or down the aisle.

2

Shape

The outline and the distinctive forms on the pack.

3

Images

The pictures that show what is inside, or how it feels.

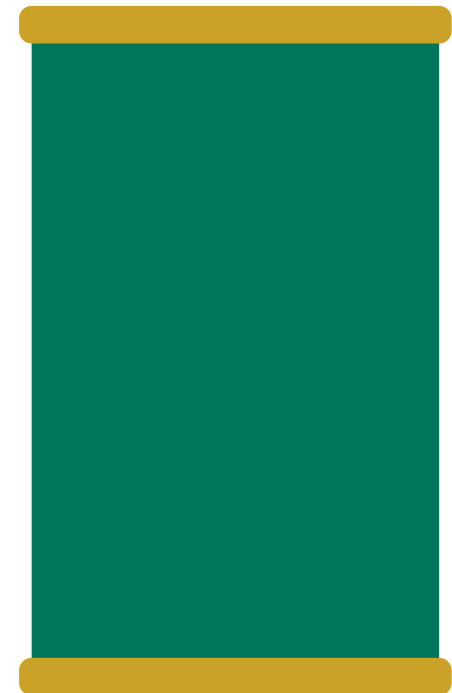
4

Words

The name and the claims, read last of all.

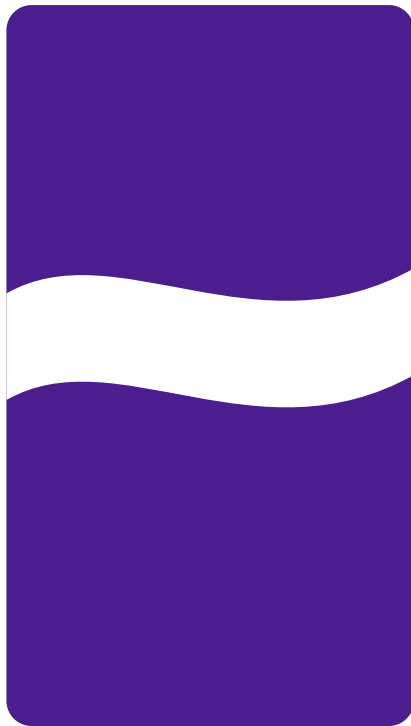
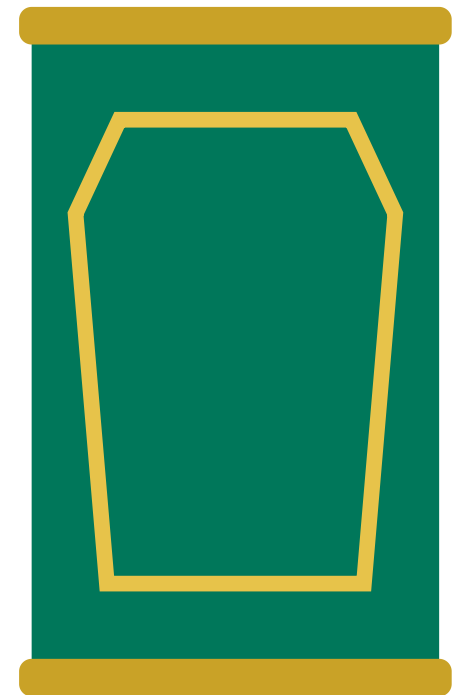
First, colour.

Before anything else, we see colour. A purple block, a red can, a green tin: most people can already name these brands.



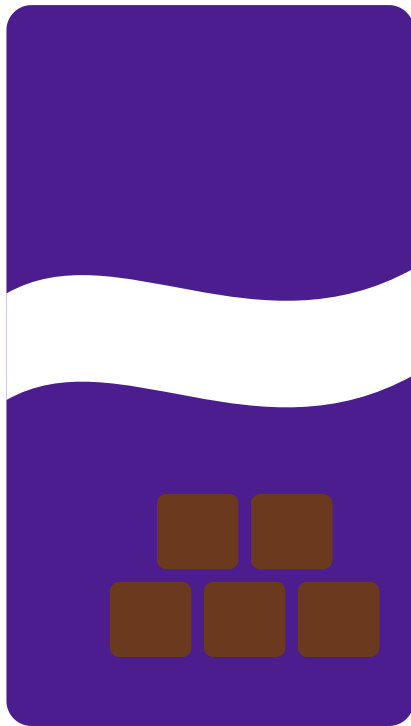
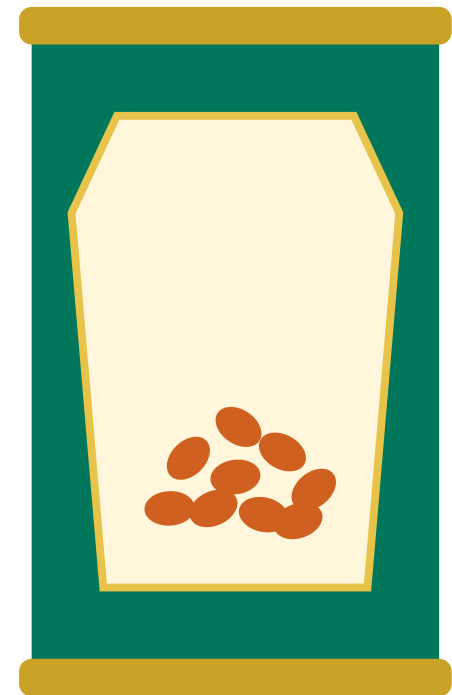
Then, shape.

Next we take in shapes: the white swirl, the curved ribbon, the keystone.



Then, images.

Then the pictures: the chocolate, the bubbles, the beans.



Then, words.

Words come last. By the time anyone reads the name, colour and shape have already done most of the work.



**Colour, then shape, then images,
then words.**

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Seek to be a person of Value.

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