



Similar 'parasitic' packaging 2012



The following examples of potentially misleading packaging have been identified in shopping trips during 2011 and 2012.

They were selected by John Noble of the British Brands Group. Evidence has not been gathered to confirm to what extent shoppers have been misled by any of the examples.

Research shows that similar packaging increases the incidence of mistaken purchase and increases shoppers' assumptions that the copy comes from the same company or has the same quality and reputation as the original. A summary of the most recent UK research is provided at the end.



Examples are presented side-by-side for comparison purposes.



This is different to how products may be presented to shoppers in store, where subtle differences may pass unnoticed.

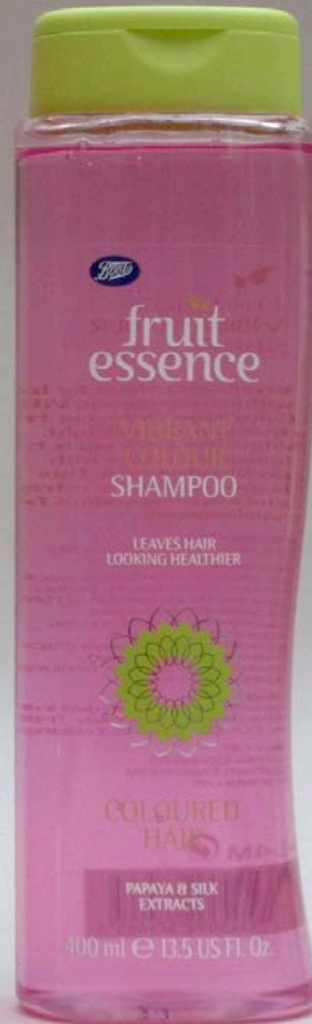


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Charlie
PINK
REVLON
PERFUMED BODY FRAGRANCE
DEODORANT PARFUMÉ

wilko
DREAMY
BODY SPRAY
our juiciest, fruitiest
fragrance – it'll keep
you fresh and feminine
all day long



Johnson's
baby
bedtime
wash

proven to help your
baby sleep better

NaturalCalm™ aromas

Johnson & Johnson

400ml e

N-560280

TESCO
baby

bedtime
bodywash

A no tears, soap free formula
to help relax and soothe baby
before bedtime

Suitable for Newborns

No tears
Paediatrician approved
Dermatologically tested
Hypoallergenic













































































Copying can be systematic, with the original brand re-designing to sustain distinctiveness, only to be copied again each time.

1990s



2000s



2010





Research

Key findings of 2009 consumer research:

- 64% agree that similar packaging can be confusing
- 38% agree they have been confused or misled
- 33% admit to having bought the wrong product
- Similar packaging 'calls to mind' the familiar brand
- A positive correlation between similar packaging and
 - belief that the products come from the same source
 - belief the mimic could be bought by mistake
 - the likelihood of buying the product (ie. increased appeal)

Source: BMRB



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