



Your Product Isn't the Only One on the Shelf.  
It Needs Well-Thought-Out Solutions.

*Positioning, emotion, logic, descriptors, RTB (Reason to believe), materials, execution quality, and managerial drive — these should move you forward, not hold you back.*

# True “Beauty” Is Not When You Like It, But When They Choose to Buy It



Logic →  
Emotion →  
Impulse →



# Packaging Is Just One of a Thousand Tasks A Mistake Can Break the Entire System.



Design is focused on “beauty” instead of sales



Without clear positioning, everyone pulls in their own direction



Design deadlines are missed, and the product launch fails completely



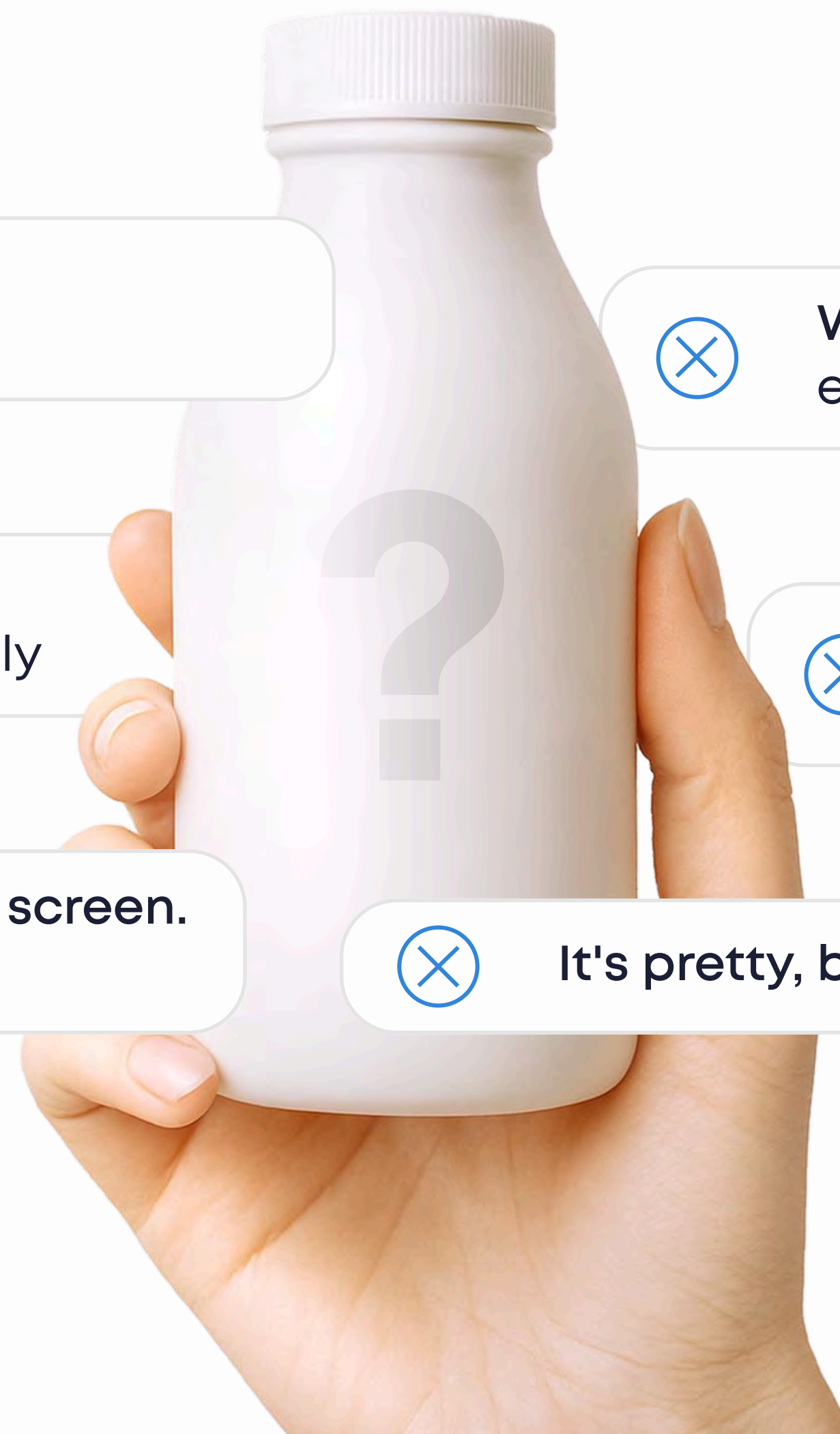
Revisions without any direction — no one understands what is right



Everything looks perfect on screen. But it's a disaster in print.



It's pretty, but not “wow”. But it should be “wow.”





Packaging Should Be Relevant \*  
We Design for the Product, the Shelf,  
and the Consumer.



*The goal of packaging design is to provide a relevant answer to the needs of the consumer standing right in front of the product shelf.*

# What is **Relevant Packaging**?

Meets customer expectations →

Feels appropriate for the category →

Looks good on the shelf, not just on a mockup →

Avoids conflicting signals →

Works toward business goals →

Matches the product's price segment and positioning →

Familiar and recognizable, but fresh enough to be intriguing →

Chosen because it resonates →

Clearly communicates who the product is for →

Helps the customer make a faster choice →

Matches customer habits, not someone's preferences. →

This is what the **POSH agency** specializes in.

[Read more on our website →](#)

BUILDING  
COMMUNICATION

**BRAND** ← ♥ → **CONSUMER**



If the brand captures hearts,  
the packaging makes the first  
impression and builds the connection!

**OH, WOW!  
I'LL TAKE THIS!**



# Three Simple Steps

The secret to a quality result is the competence of specialists, clear processes, and project management.

↗ 01.

## We Analyze

We analyze your goals, provide recommendations, generate ideas, and select the best references. We maintain clear communication throughout every stage of preparing the technical specification.

↗ 02.

## We Develop

We develop our concept options. We present, discuss, incorporate feedback, and finalize it.

↗ 03.

## We Expand

We expand the SKU line: we lay out mockups, make revisions, consider all technical nuances, and prepare mockups for your contractor.

# Over 500+ Packages

Which already work in a wide variety of categories



x2  
SALES



+50%  
CONVERSION



+65%  
BRAND  
RECOGNITION



+80%  
SHELF  
VISIBILITY



+50%  
SHELF  
VISIBILITY



+25%  
CONVERSION



# Bacchus → History, Inspiration, Rethinking the Classics

## Task

Rethink the cognac design,  
make it relevant and attractive.

## Solution

Change the brand architecture  
and positioning to a confident  
premium look and feel.

## Result

Attracting a loyal audience →

Expanding distribution →



**Leia** → a bold rebel whose beauty intrigues and inspires.



WITH  
APHR  DISIAC

**+40%**  
SHELF VISIBILITY

**Task**

Develop a brand for the strong, independent, and courageous.

**Solution**

LEIA, a complex product not for everyone.

**Result**

Plus 40% in shelf recognition →

CTR above the average →



# LUKAS →

## Task

Mass market Leadership, highlighting the quality and freshness of the product.

## Solution

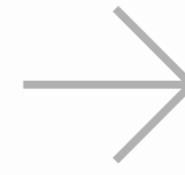
Light design composition, golden elements, trendy colors, highlighted RTB.

## Result

Up to 80% conversion increase →

Plus 3 national chains →

Plus 4 export countries →



**+35%**  
BRAND  
RECOGNITION



# Clients Stay With Us for a Long Time

## Our Principles:

✓ We check all design elements

✓ We are always available

✓ We warn you about risks

✓ Expert technical support

✓ We care about how the design work

✓ Transparent budget

✓ We are with you every step of the way

✓ The project always moves forward

## How We Don't Work:

✗ Dubious design components

✗ Unexpected extra charges

✗ Missed deadlines

✗ Responses take days

✗ Printing issues left for the client

✗ All the focus only on "beauty"

✗ Everything depends on one person



posh PACKAGING DESIGN



GROCERY

# Customer Reviews



**Khurshid Kodirov**  
Head of Marketing

We found synergy with POSH right away. We're still working together: it's always easy, pleasant, and stress-free!

My team and I feel like we're in good hands: the managers are always available, explain everything clearly, and keep us updated on the project's progress. They don't just develop beautiful designs — they know their stuff. How the shelf works, what is important to a manager in a supermarket chain, how consumers think. This is very useful knowledge that the guys are happy to share.

We are confident that even more great results await us in the future! We are grateful to the team for their excellent work and humane attitude!



**Odil Ibrahim**  
CEO

Dear POSH Branding team, I would like to express my sincere gratitude for your work on the label designs for our products.

We have received a lot of positive feedback from both partners and end consumers. They note the bright, modern style, thoughtful details, and visual consistency with the brand. It is especially gratifying to see that the design is not only aesthetically appealing but also works effectively on the shelf. Thank you for your attentive approach to the tasks, efficiency, and high level of creativity.

We look forward to continuing our successful collaboration and implementing new projects together with your team.

# Our Team



↗ **Dmytro Ihonin**  
Head



↗ **Veronika Ignatenko**  
Client Manager



↗ **Anton Stolyarov**  
Brand Strategist



↗ **Daryna Ihonina**  
Art Director



↗ **Anna Hahiriina**  
Concept Designer

A team of 15 people  
with a working  
experience in the  
FMCG since 2012



↗ **Katheryna Hnidkovska**  
Senior Designer



↗ **Anastasia Avad**  
Designer



↗ **Yulia Shchedrina**  
Web Designer



↗ **Ihor Kanivets**  
3D Designer



# Our Partners

Each partner represents a new collaboration and a new success.

Over the years, we have found many reliable partners who are experts in their field with proven reputations.

We are always happy to recommend trusted contractors in the packaging industry.

**VESNÁ**

**aris**

 **ITAK**

**BASIS**  
PACKING EQUIPMENT



# Work Stages

↗ 01.

## **Onboarding**

Our manager accepts your task and collects initial data

↗ 02.

## **We evaluate**

We analyze your request then send a commercial offer

↗ 03.

## **We discuss**

We clarify the details of the task, align the vision and expectations

↗ 04.

## **We develop**

We create design concepts in accordance with the technical specifications

↗ 05.

## **We refine**

We adapt the concept and lay out mock-ups for all items in the range

↗ 06.

## **We prepare**

We create final mock-ups for printing that meet all requirements

# We shape **project pricing** based on:

01

## **Project Timeline**

The longer timeline,  
the better price

02

## **Starting Brief**

The more detailed brief,  
the lower risks and price

03

## **Scope of Services**

The larger scope,  
the lower price

# Looking for rough estimates?

**€1,000** approx.  
10 BD's

Brand Positioning Development

**€1,500** approx.  
14 BD's

Design Concept Development

**€200** approx.  
5 BD's

SKU Line Extension



**posh** PACKAGING DESIGN



NON-FOOD

# Our Guarantees

↗ 01.

## No Hidden Fees

Transparent estimates only

↗ 02.

## Effectiveness

Packaging that meets your business goals

↗ 03.

## Technical Precision

Flawless print results

↗ 04.

## Intellectual Property Clearance

Original design that does not infringe on intellectual property rights

We create designs that customers will notice and understand.

We save you time, reducing risks with retailers and management.

We help you get listed and secure shelf space—so your product sells with confidence.

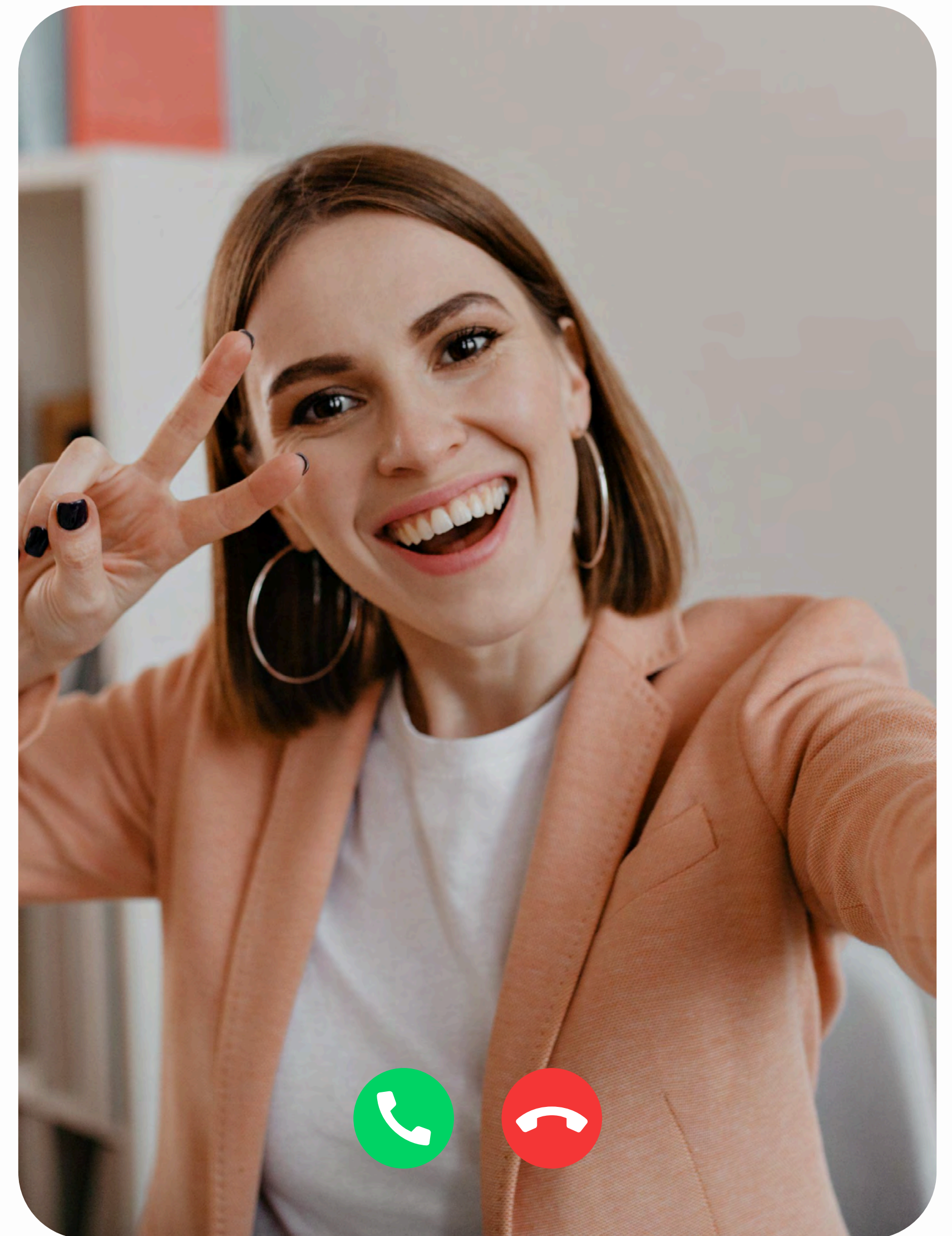
# Let's connect and start an effective collaboration

Contact Us



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posh.pro



# Frequently Asked Questions

## How should packaging design be evaluated?

The true measure of a packaging design isn't just its beauty, but its power to drive sales. We evaluate our designs against three core criteria: emotional appeal, contextual relevance to the target audience, and its conversion properties. This framework ensures our feedback is objective and focused on performance, not subjective opinion.

## What if we don't like the result?

Our process is designed to prevent this. Before any design work begins, our specialists meticulously review the project brief to ensure we are perfectly aligned on all goals and to eliminate any inaccuracies. This detailed preparation ensures that the initial concepts we present are already on the right track and ready for refinement.

## How is the development cost determined?

Project costs are based on amount of initial data, required timelines, research complexity, and the number of concepts and revisions. Put simply, we estimate the hours needed to complete the work. The cost reflects the time and scope, so more complex projects naturally require a larger investment.

## Why should we choose your agency?

We recommend choosing a team you communicate easily — a partner who grasps not just the creative vision, but also the commercial and technical realities of your project. If you feel comfortable with our team and confident in our competence, why look any further?