



Brand De La Rue
Protection

Unboxing Authenticity the missed opportunity

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Opinion Piece

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Unboxing Authenticity – the missed opportunity

The experience of unwrapping a gift is as much about anticipation as discovering what is inside – a beautifully wrapped gift creates the sense of excitement for a recipient, and also has the potential of both enhancing and protecting a product's Brand.

Walter Isaacson from Apple said:

“Steve [Jobs] and I spent a lot of time on the packaging. I love the process of unpacking something. You design a ritual of unpacking to make the product feel special. Packaging can be theatre, it can create a story.”

Unboxing is THE trend taking the Brand Market by storm whilst also becoming a powerful eCommerce marketing tool. The process of unpacking a product is captured on video and uploaded to the Internet, offering viewers a step-by-step journey through the experience, and providing reassurance in the authenticity of the product they are looking to purchase.

Origins and outlook

Unboxing really took off in 2014 when companies and brands started to upload their own unboxing videos or sponsored influencers to share products online on their YouTube channels. Second only to Google as a search engine worldwide, YouTube can boast more than a billion monthly users, with over 90,000 people type 'unboxing' into YouTube every month. The most successful videos can have over 10 million views¹ - making Unboxing a genuine phenomenon of our time.

Growth of unboxing is predicted to continue its upwards trend; by 2025 approximately half of all luxury purchases will be digitally enabled as a result of new technologies along the value chain, and nearly all luxury purchases will be influenced by online interactions.²

¹ <https://packhelp.com/unboxing-phenomenon-why-people-watch-unpacking-videos/>

² <https://www.bain.com/insights/luxury-goods-worldwide-market-study-fall-winter-2018/>



Why is Unboxing growing in popularity?

Younger demographics are being influenced more and more by the channels they watch online; content is easily accessible, and children often look to YouTube to choose their Christmas presents rather than TV adverts or catalogues. They watch other child influencers and their reviews of toys, encouraging them to add the toys to their own lists.

For adults, part of the process of purchasing online is being able to carry out 'market research' and preview what you are planning to buy, creating confidence in the authenticity of a product. Unboxing videos provide the element of 'seeing is believing', enabling consumers to understand more about the product and how the packaging portrays a strong brand and value proposition.

The Untapped Opportunity

Increasingly consumers are choosing to shop online, with eCommerce growing three times faster than traditional retail. Next generations including millennials and Gen X who already prefer to shop online³ are likely to continue this trend.

In markets such as electronic gadgets, luxury goods and children's toys, there is a need to ensure that the item being purchased is a genuine product, that the consumer is receiving true value for money and being protected from the risk of purchasing a counterfeit product. Unboxing videos can provide a means of developing a brand narrative and strengthening brand credibility, helping to promote genuine products over and above cheaper 'knock off' versions.

A potential buyer who experiences 'unboxing' can use the experience to validate confidence in a product. Brands therefore need to think carefully about their packaging and creating a special and memorable unboxing experience. If a product is going to be featured in an influencer's unboxing video with a potential audience of tens of thousands, full consideration should be given to how brand credibility can be maximised⁴.

³ <https://www.freightpros.com/blog/online-shopping-vs-in-store-shopping/>

⁴ <https://packhelp.com/unboxing-phenomenon-why-people-watch-unpacking-videos/>

⁵ <https://www.adweek.com/brand-marketing/counterfeit-goods-are-a-460-billion-industry-and-most-are-bought-and-sold-online/>





Unboxers have a huge global audience. This presents an untapped opportunity for Brands to reach their end users and consumers and provides a platform to communicate the ‘How to tell’ message so they can verify whether their product is genuine. Brands can enhance their own brand protection through the addition of security features, perhaps incorporated in the packaging or as an additional applied holographic label. This can go a step further with the added ability to authenticate through a mobile application. De La Rue has a beta product in development, currently being trialled with a select few key customers, which enables the consumer to validate the hologram used as a security feature, via the use of a mobile app.

The Ideal Solution

Through the eyes of a security service provider, it’s astounding that there remains a counterfeit goods market valued as a \$460 billion industry, and most of these goods are bought and sold online⁵. If influencers can be persuaded to encourage consumers to check their purchases more closely, a huge potential brand protection opportunity can be unlocked.

We (De La Rue) looked at some 10-20 unboxing videos and in not one of them did the influencer talk about whether the product was genuine or how you could tell. The authenticity of the product was just assumed; however, the provenance of the product is an uncertain factor in the ecommerce market, indeed there have been cases of high profile trusted online markets selling counterfeit products unknowingly.

Ultimately unboxing is a great opportunity to help authentication of any of the products mentioned, all of which hold huge value for a Brand and its reputation. De La Rue can provide support and help strengthen the brand reputation, building trust and brand equity; we offer a range of solutions combining the world’s most secure, serialised tokens designed to integrate with your brand alongside digital capabilities that enable tracking, tracing and mobile applications.



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