



EPDA × IVISUAL WEBINAR

Your brain sees color before it sees design.

How evidence can strengthen creative decisions, without
replacing creativity.

6 October 2026 · 12:00–13:00 CEST



ivisual®
brand & packaging intelligence



European
Brand & Packaging
Design Association



84.7%

of buying decisions
are decided by
colour first.

Colour is the biggest lever on the pack.
And the one most often settled by taste.

Source: Seoul International Color Expo



Colour is processed before any word is read.

0.3 sec

Average time a shopper looks at a pack

62–90%

Of snap product judgments are based on colour alone

60%

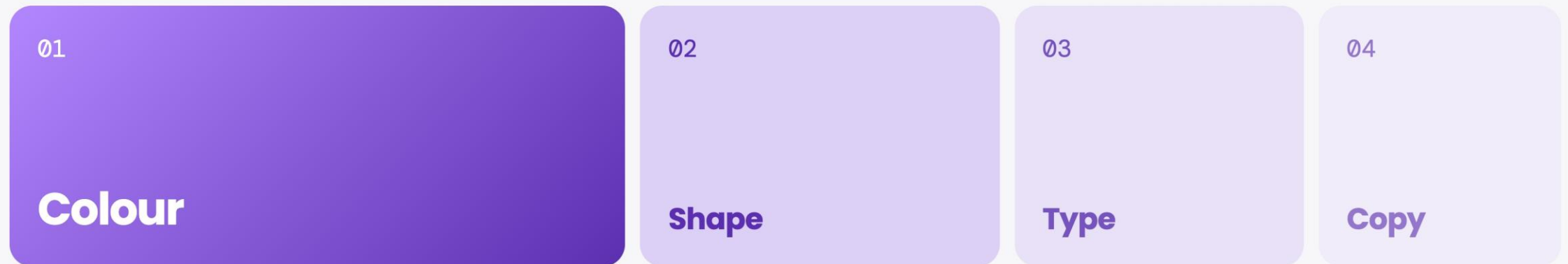
Of consumers accept or reject a product based on colour



The brain reads a pack in a fixed order.

WHY COLOUR

Eye-tracking shows a consistent perceptual order. The brain ranks colour and shape above words and numbers because they are faster to process and easier to remember.



95% Purchase choices made subconsciously, before reasoning (Daniel Kahneman, *Thinking, Fast and Slow*)



THE IVISUAL METHODOLOGY

How we define the right colour.

4

quadrants

6

segments

12

modules

36

families

10,000+

shades

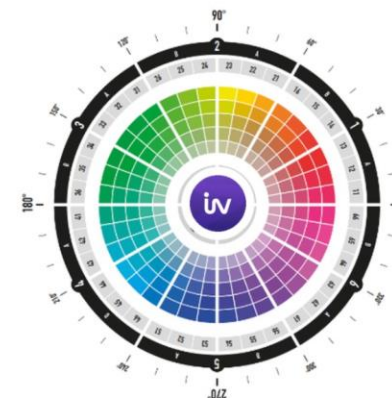
Each shade has its own DNA, mapped by

Identity

Context

Associations

Cultural relevance



BEYOND COLOUR, WE ALSO ANALYSE

01

Semiotics

Colour, type, shape and texture decoded.

02

Eye-tracking

Predicted gaze, trained on 1.6M datapoints.

03

Consumer impact

How each design lands with the consumer.

04

Human expertise

Nuance and strategic relevance on every score.

**“It’s not about taste.
It’s a neurological
decision.”**



From theory to practice

How Alpro revamped its pack designs.

Colour science and predictive intelligence, applied to a live portfolio. What was measured, what changed, and which design discussions it ended.



Wim Hamaekers

Founder, One Inch Whale

One Inch Whale × iVisual



Packaging as a silent seller

The battle for attention

We live in a digital world

Packaging = only physical asset

Min.

4.000

brand
messages a
day



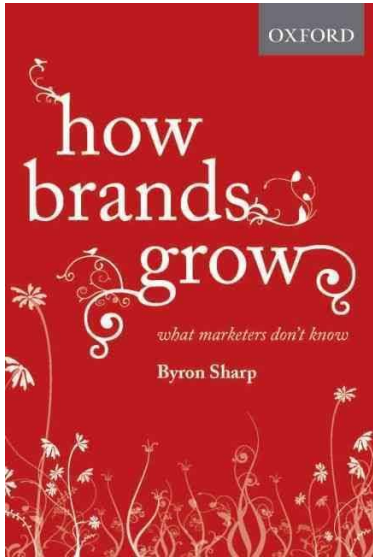


20-30.000 SKU's

45 minutes shopping trip

ON
AVERAGE
200-300
PRODUCTS
IN HOME





**“Branding is the
ongoing fight for
attention,
not for love.”**

Byron Sharp

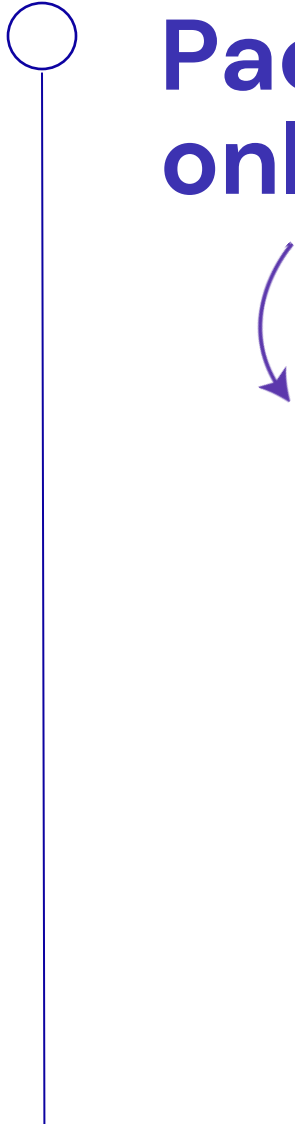


Implement key brand assets for recognition & findability



Implement key brand assets
for recognition & findability? Here's how *not* to do it.





**Packaging design is a brand's
only physical asset**

**"80% of buying decisions are
depending on the packaging design"**



Packaging as a silent seller

Neuroscience is your guide

Kill subjectivity & rely on neuroscience principles

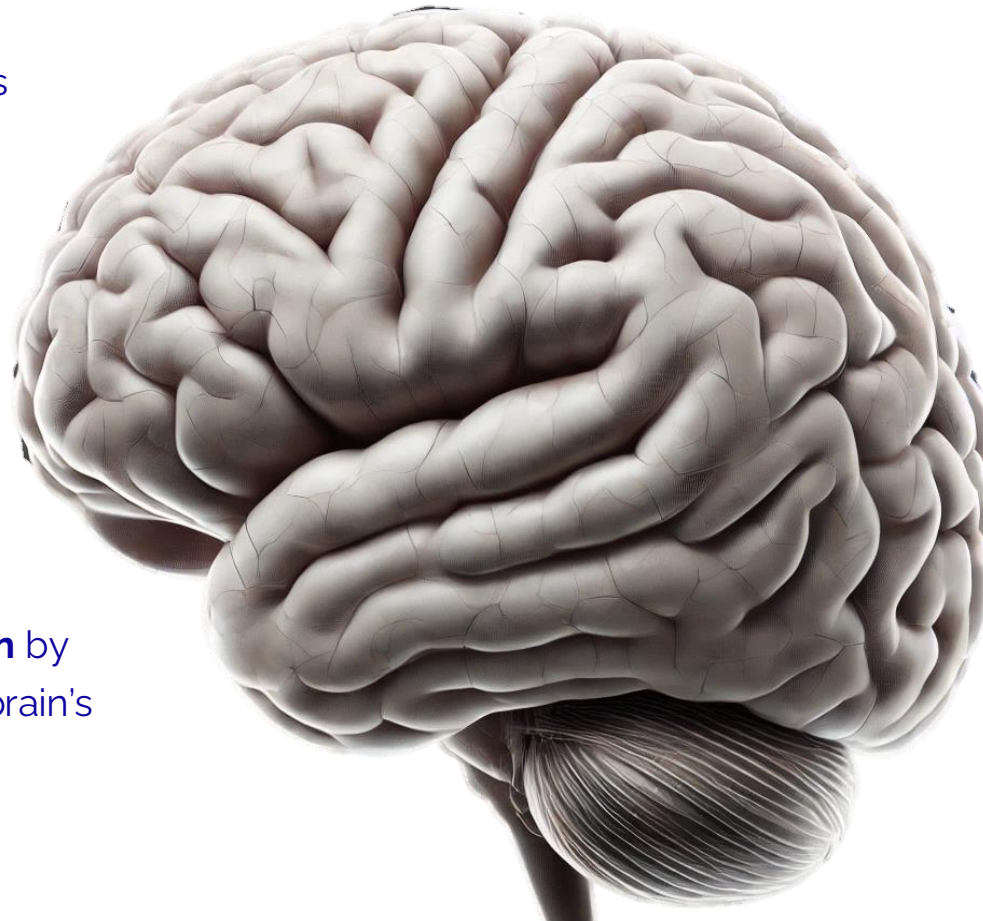
Colours drive **emotion and decisions** via the brain's limbic system.

Colour & visuals **impact both emotion and logic**, triggering associations with feelings and memories

Visuals gain meaning through personal and cultural experiences processed in **the visual cortex**.

Color and visuals **shape perception of taste, quality, and price**.

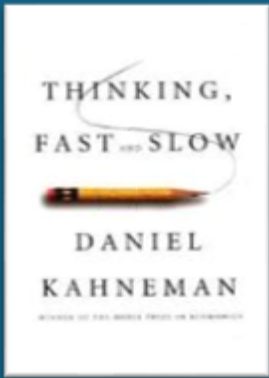
Contrast grabs attention by stimulating focus via the brain's **alertness system**.



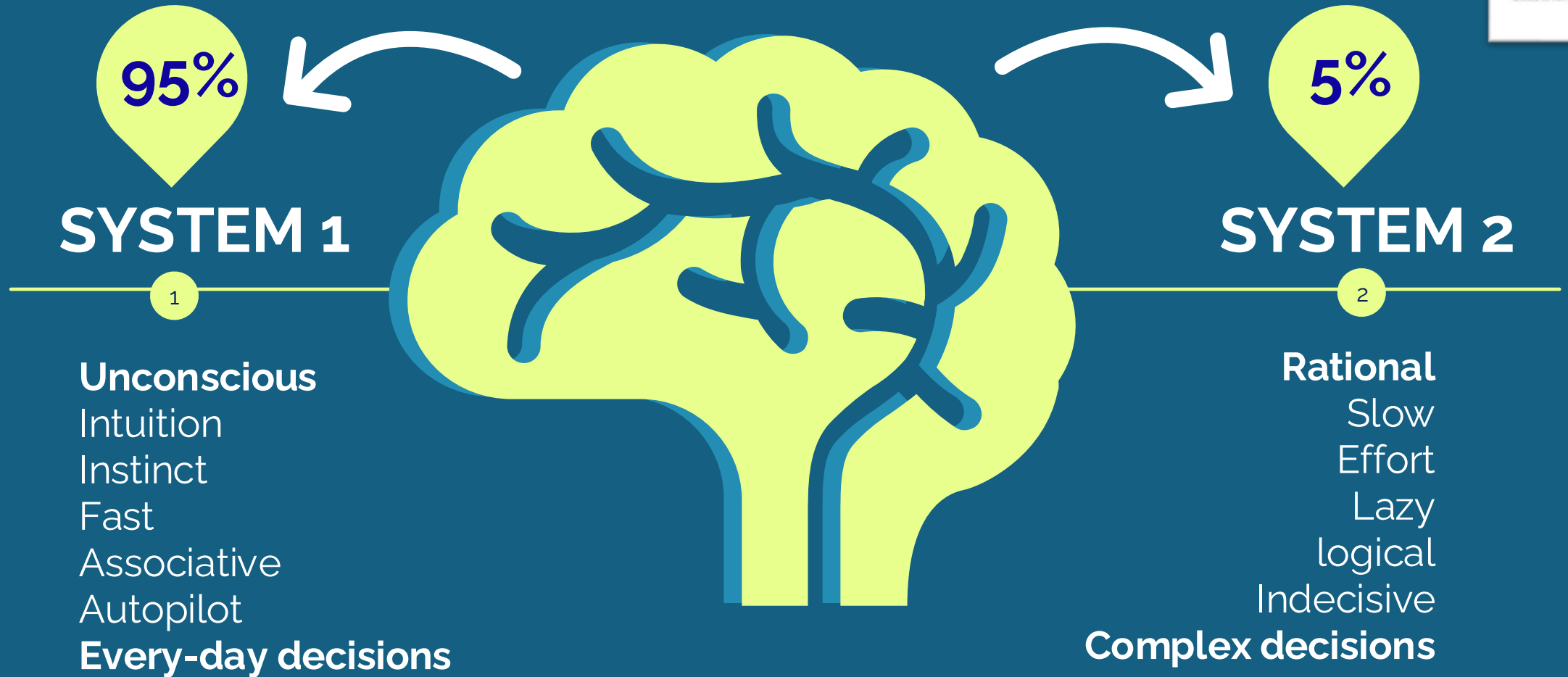
Typography influences ease of understanding **through cognitive fluency**.

Shapes tap into emotional response, activating **the brain's right hemisphere**.

Touch affects quality perception, processed in the somatosensory cortex.



System 1 and system 2



System 1 rules

The power of color

In **84,7%** of all our buying decisions **color is the dominant factor**

62–90% of snap product judgments are based on color alone

60% of consumers accept or reject a product based on color



About the visual hierarchy...

COLOR IS LEADING

1. COLOUR

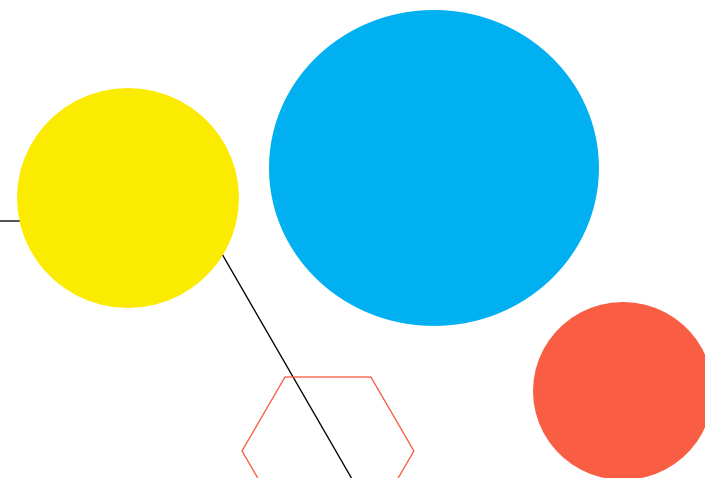
Our eyes are immediately drawn to bold, contrasting pops of colour.

2. SHAPES

3. NUMBERS

4. WORDS

“**Colours** and **shapes** are easier for the human brain to process and memorize than words or numbers are”



1 2 3 4 5

words

The background of the slide is a photograph of several jellyfish floating in water. The scene is lit with a combination of bright blue and vibrant red light, creating a surreal, high-contrast environment. The jellyfish have translucent, bell-shaped bodies with visible internal structures and long, thin tentacles hanging down. One jellyfish in the center-left is predominantly pinkish-red, while others to the right and bottom are more blue-tinted.

The world of colours

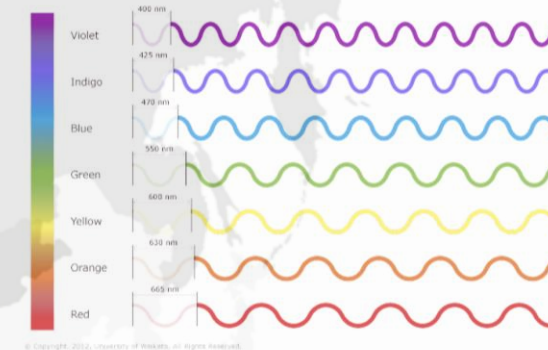
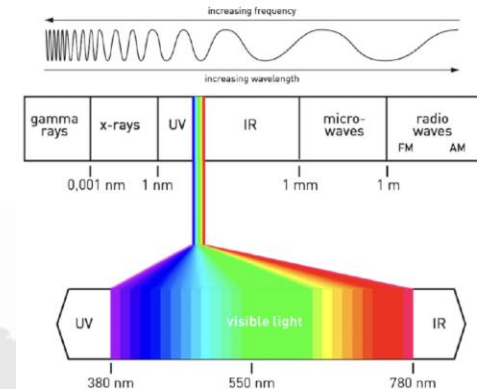
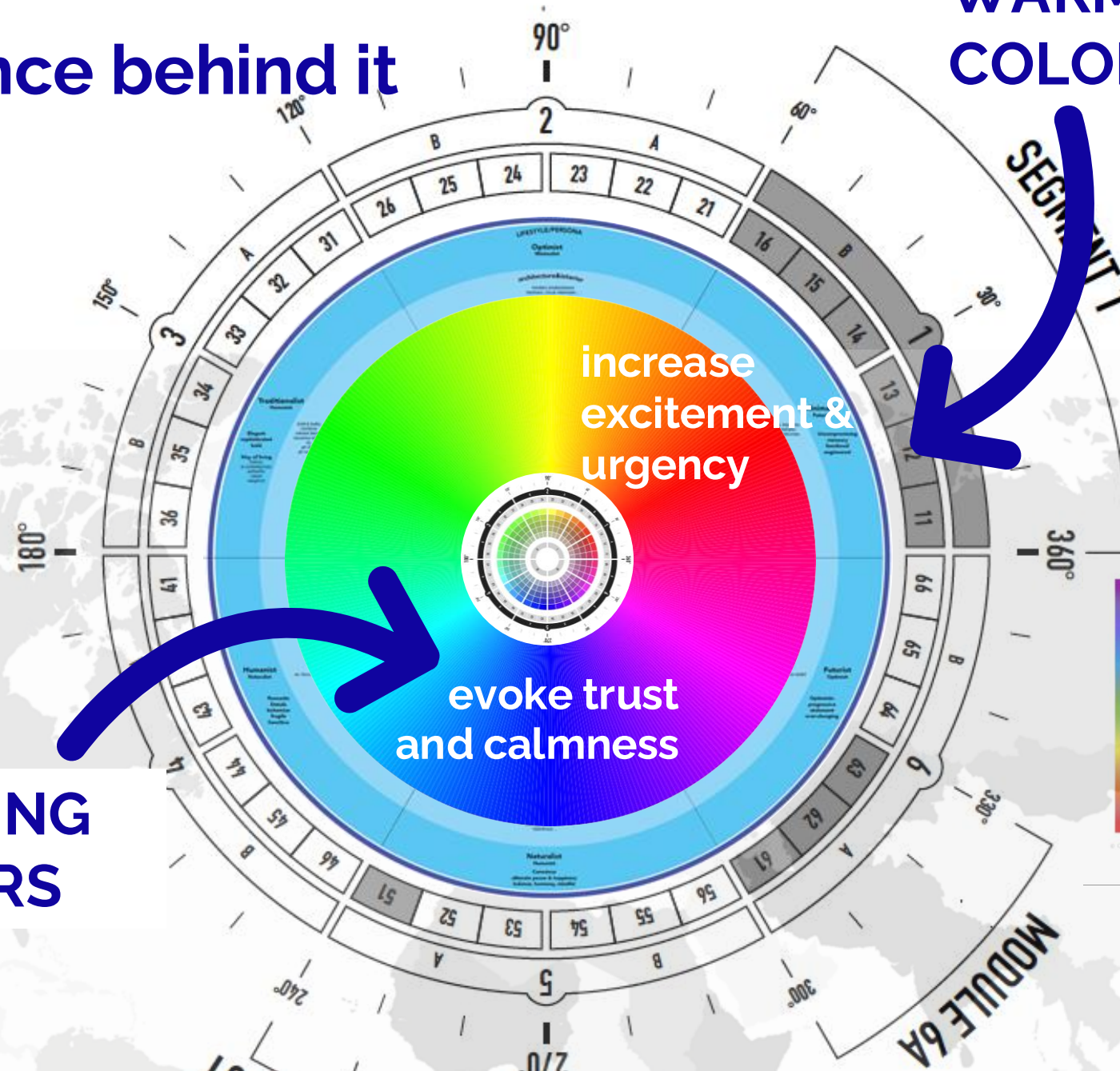
How do we 'see' colours?

The science behind it



COOLING
COLORS

WARMING
COLORS



Red and yellow activating zones

Red triggers hunger and urgency. Science show that **red increases heart rate**, while **yellow captures attention** quickly



The cooling & calming blue zone

Cool tones like blue engage the brain's limbic system to evoke trust, relaxation, and stability. **Calming effect**, making **consumers feel at ease**.



Associative impact

Which wine range is most complex in taste, aged, has the strongest taste?

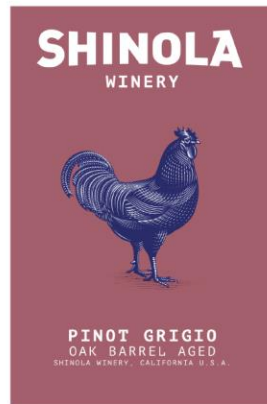
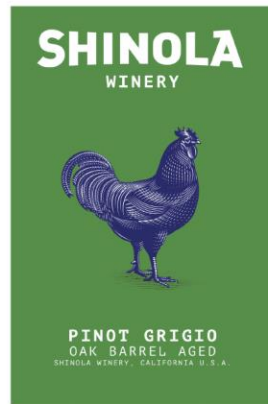
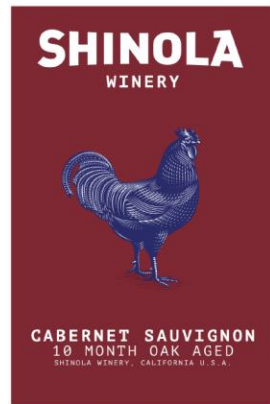


A

B

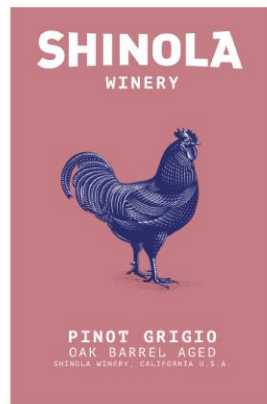
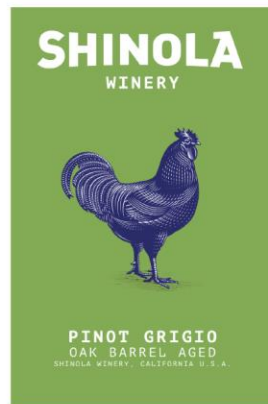
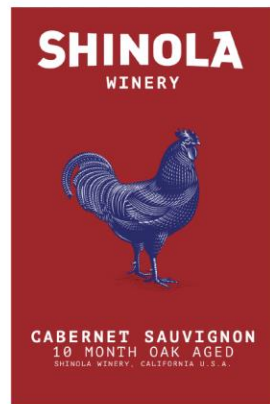
Associative impact

How colours impact consumer perception



HIGH END MARKET

HIGH-END LOOK
HIGHER QUALITY PERCEPTION
STRONGER TASTE PERCEPTION
CONSUMER ACCEPTS HIGHER PRICE



COMMERCIAL MARKET

MORE COMMERCIAL LOOK
LOWER QUALITY EXPECTATION
LESS STRONG TASTE PERCEPTION
CONSUMER IS ATTRACTED BY LOWER PRICE

iVisual AI Predictive Engine

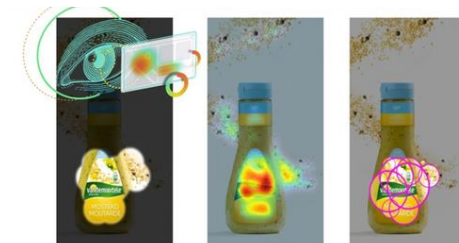
Proven successful packaging design – Based on neuroscience

Design semiotics?

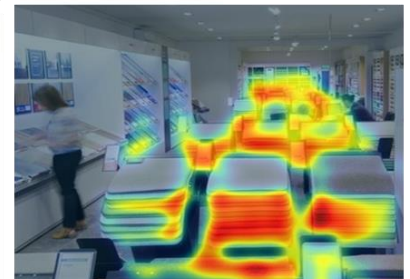
We **objectify** and give **meaning** to visual executions by a scientific and data driven screening based **on color science, semiotics and predictive impact**

- Color, shades, contrast
- Brand logo, shapes
- Typography & graphics
- Hierarchy impact
- Material associations
- Texture impact....

Product design



Offline impact





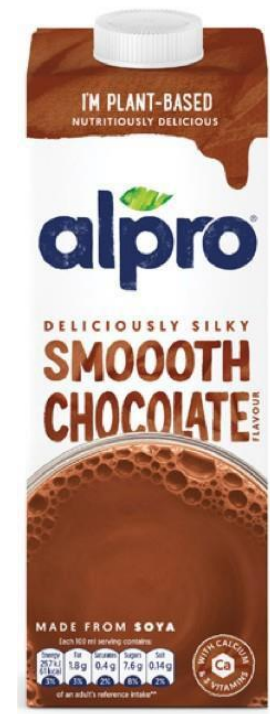
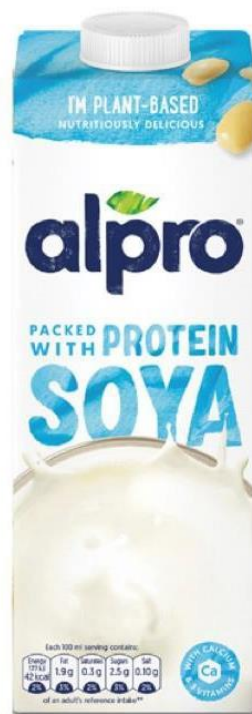
Packaging as a silent seller

ALPRO CASE

Translating the role of
ingredients
to pack design

Turn design choices into design decisions

Communicate the **role of each ingredient** through the packaging design in the most impactful way



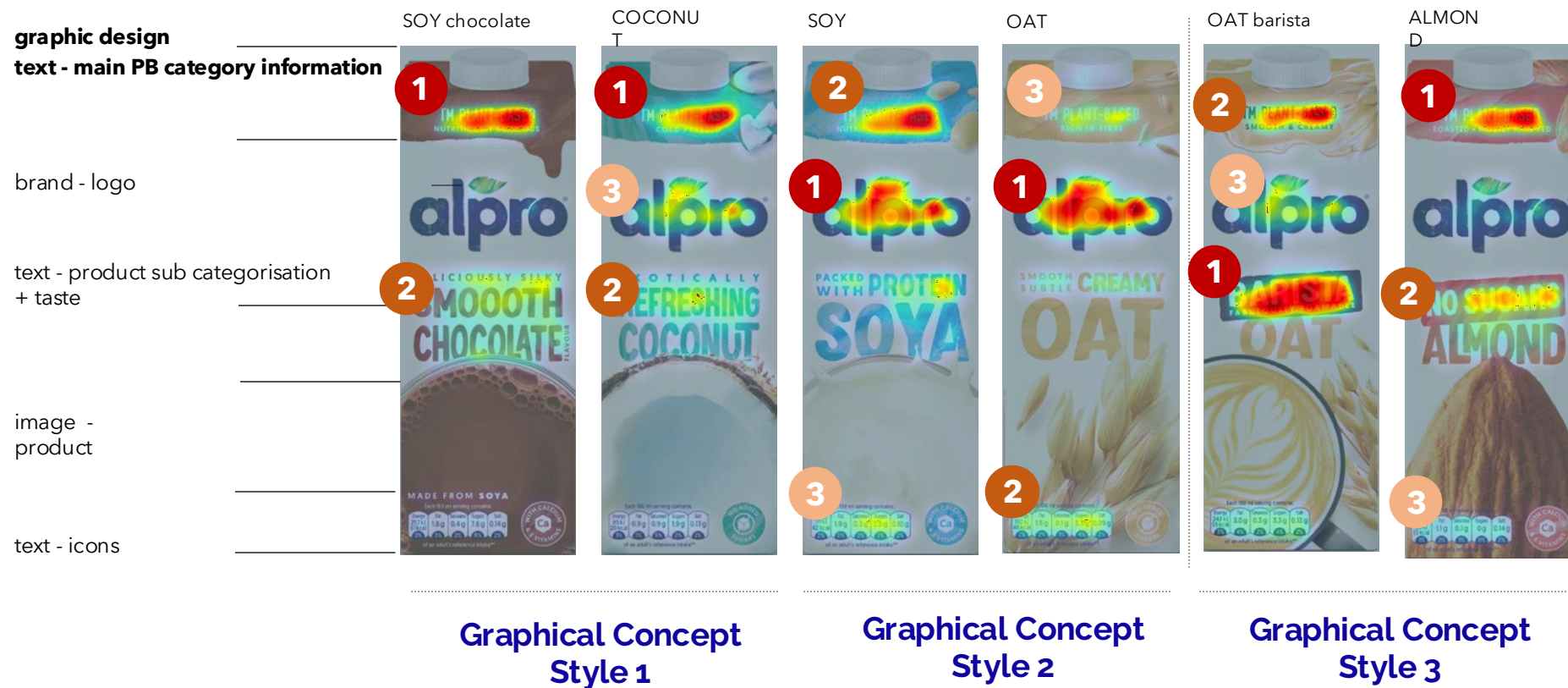


The Approach

- **Qualitative consumer research to understand the role of each ingredient**
- **iVisual analysis through AI predictive engine, 2 layers**
 1. Individual Alpro pack designs
 2. Competitive analysis of main competitors

Key learning 1: Grid of pack designs lead consumers expectations & perception

- Graphical concept styles influence consumer perception: consistency across range in design grid sets the fundamentals for high recognition & family feel
- Different sub graphic styles impact consumer attention & associations



Key learning 2: Visualization of the product image should support buying

- There are different ways in which the product or ingredient can be shown on the packaging (applied, abstract, ingredient, implied motion).
- Visualization impacts consumers decoding, cognitive load needed & thus behaviour.

Product visualisation 1

Product visualisation 2

graphic design
text - main PB category
information

brand - logo

text - product sub categorisation
+ taste

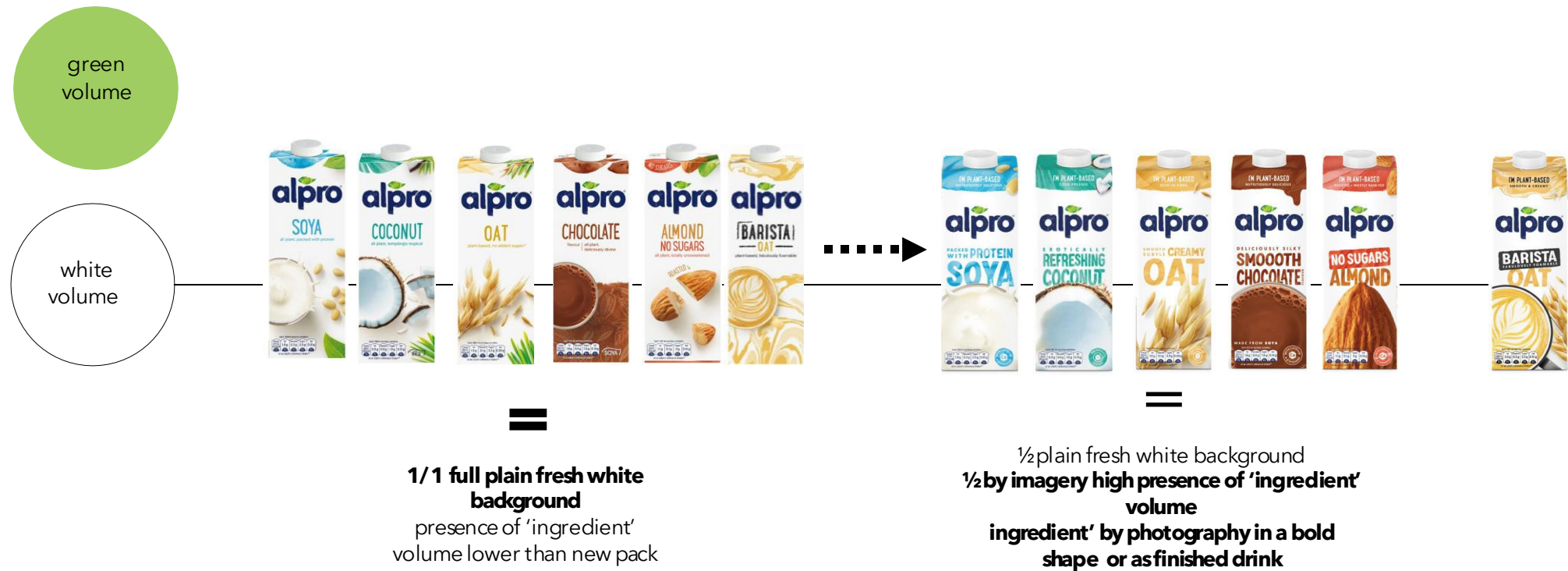
image - product

text - icons



Key learning 3: Subconscious associations with colours do impact consumer behaviour & perception.

- The volume of the colours used do impact how pack designs are decoded in the brain. Green & White colours and its volume used, impact fresh & natural perception.
- Other colours can communicate the desired values, radiate tastefulness & functional benefits



Key learning 4: Colour temperature drives associations & taste

- Increase activation by improving colour temperature.
- Improving the colour temperature by using activating colours

The warm brown, yellow, red zones are more associated with emotion, activation & comfort and more taste led

The blue cooling zones are more associated with the rational, functional products

How colours in the different in zones are used:

- warm activating and emotional
- warm calming
- to the more rational calming cooling zone.
- and the cooling activating zone





THE RESULT

An evolution of the pack design with sales impact

- Improved design grid & graphical styles across range
- Consistent iconography
- Improved colour usage (colour, volume, temperature)
- Integration of activating elements





Packaging as a silent seller

Key takeaways

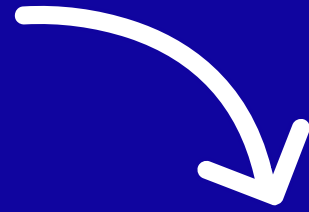


Key takeaways

1. Kill subjectivity & rely on neuroscience principles for objective design
2. Using the right colours nudge the unconscious consumer into desirable behaviour
3. In the visual hierarchy colour is leading
4. Iterate at early stage through AI & predictive intelligence



**Don't leave
color to
chance –
design it with
science!**



**“Killing subjectivity,
by grounding
creativity in science”**

9 rules change your packaging.

One answer keeps the shelf upright.

Measure, don't debate! **Let science guide you.**

Comply without losing the shelf.



Color & finish

Your brand colors potentially shifts



Space on the pack

Labels & QR fight for attention



Size & shape

Risk: recognition resets to zero



Save money

Faster compliant = save earlier"

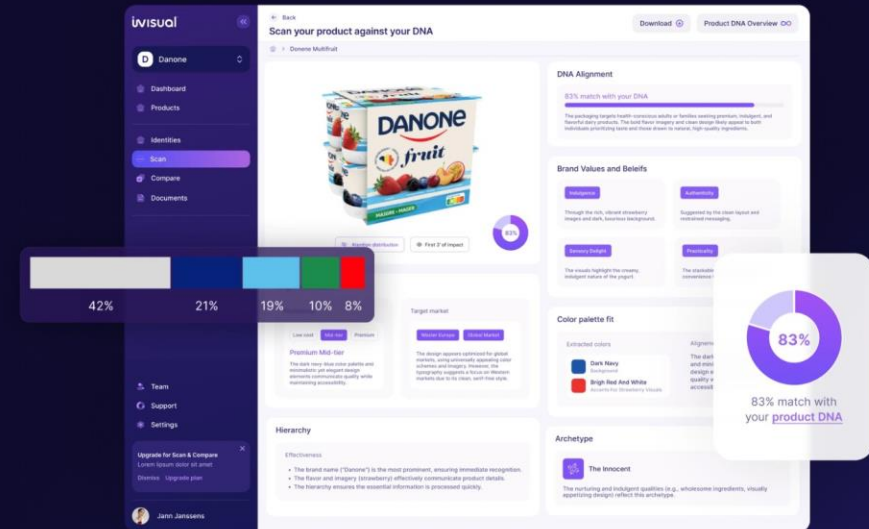




AGENCY

Stop defending your creative work. Start proving it.

A common design language between agencies and brand owners. iVisual gives you a validated methodology clients pay for, and ends the revision spiral that eats your margin.



THE INTELLIGENCE LAYER

Nine modules. One workflow.

One Design Intelligence Session runs the full sequence, from strategic input to a scored report.

01

Brand DNA

02

Product DNA

03

iVisual ID

04

**GenAI
Inspiration**

05

Scan

06

Compare

07

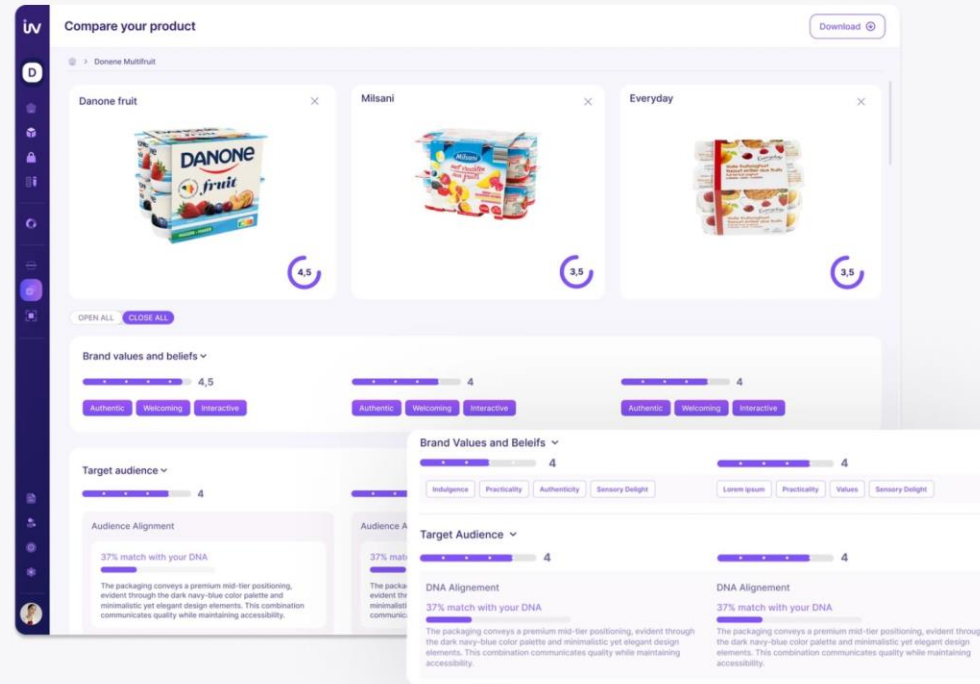
Reporting

08

Eye tracking

09

Shelf tracking



THE SOLUTION

**Data doesn't make
the creative decision.**
It gives creativity evidence.

CREATIVE JUDGEMENT

Strategy
Idea
Story
Distinctiveness



DESIGN EVIDENCE

Colour
Visual hierarchy
Attention
Shelf impact



RESULT

**Stronger creative
recommendation**

The agency still decides.

Evidence explains why a direction works.

WHY IVisual

iVisual provides a scientifically validated intelligence layer.

01 Evidence for every route.

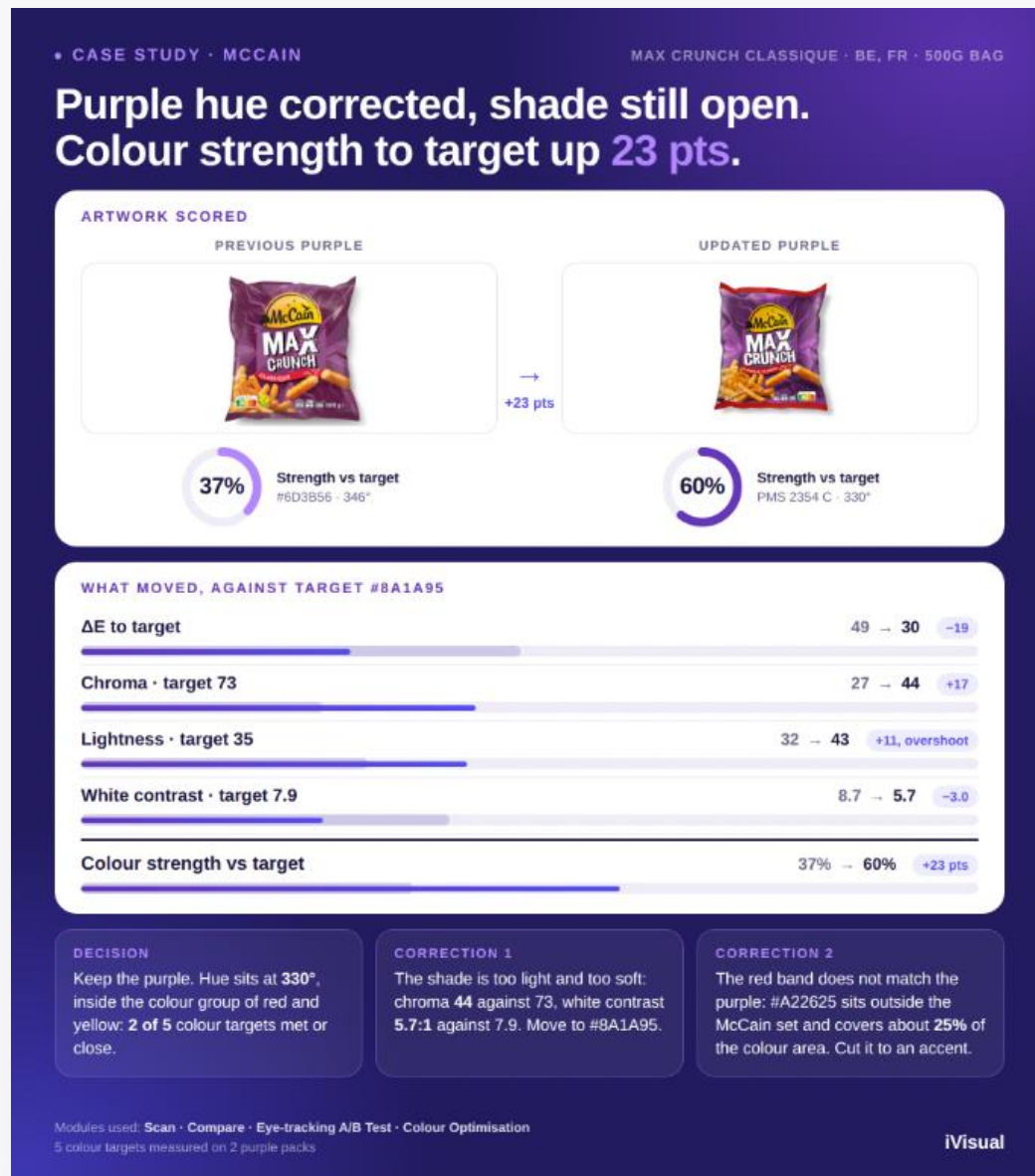
Colour, hierarchy and attention scored before client review.

02 Built on patented science.

20 years of colour research, 1.6M eye-tracking datapoints.

03 A service clients pay for.

White-label reports make validation a billable agency service.



EPDA OFFER

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FREE TEST CASE

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complimentary analysis.**

EPDA agencies submit one packaging
design or project.

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you get in touch. Valid until 30
November 2026.



Book a meeting

Bring us a real design. We'll show you what the data sees.

Q & A

Q&A

Your questions. Our evidence.

Gianni Isella

CEO & Co-Founder, iVisual

Wim Hamaekers

Founder, OneInchWhale

Christian Prill

Host · Founder, Stratfwd



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EPDA × IVISUAL

Thank you.

**Design shouldn't be a debate.
It should be a decision.**



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