

Why on-pack promotions work

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An on-pack promotion is a fast, flexible and dynamic solution for driving purchases at retail, and Pyrotec PackMedia's Fix-a-Form® booklet labels provide all the space needed to launch a new product or campaign.





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The term on-pack promotion generally grabs the attention of product marketers for good reason – it's a highly-effective channel for getting products to stand out in noisy retail environments. Used in conjunction with a gift, for example, provides the incentive to purchase, which leads to many related benefits including increased product profitability, customer

retention, cost effectiveness and customisation, and a direct link to products at the point of purchase.

On-pack cross promotions are also an efficient and cost-effective way of launching products or informing consumers of new product variants. A Fix-a-Form® booklet label can include detailed information, in multiple languages, such as product benefits, background information, competitions or coupons. They can also be used to create brand associations. By linking two complimentary products, for example salad leaves and tomatoes, on-pack cross promotions have the power to increase sales – they drive consumers to purchase complementary products when they otherwise would just have bought one.

"Mistakenly, some brand owners believe that on-pack communication devices are costly, disruptive to existing packing lines, and may adversely impact the product's branding. However, these versatile booklet labels combine a printed booklet or leaflet with a product label to multiply a label's real estate without impacting the legibility of label text or interfering with brand identity," notes Jacques Loubser, Pyrotec PackMedia's national sales manager. "They don't require long lead times to produce and can be tailored to specifications, such as die cut to seamlessly fit product packaging in most substrates, including glass, cardboard, foil or plastics. They also don't require changes to packaging lines because they're supplied on-reel for quick, prime positioning on pack," he adds.

Pyrotec PackMedia offers a complete concept to application service, including best application methods and machinery, which is available for rent, and customised competitions with SMS, data management and even prize distribution.

Other great ways to draw consumers' attention to promotions is by using an eye-catching on-pack brand enhancement tool.

ElastiTag®, a distinctive hang tag also available from Pyrotec PackMedia, is ideal for advertising promotions without decreasing a product's perceived value. In fact, it does just the opposite by taking on-pack promotion to a new level by emotionally engaging with consumers. "In tough economic times, price is important but value for money is fundamental to the consumer's positive perception of a brand. Value-added on-pack drivers such as competitions or coupons are important, particularly when promoted using a brand enhancement tool such as ElastiTag®," Timothy Beattie, Pyrotec PackMedia's general manager explains.

He adds that ElastiTag® is an active promotional and marketing tool that engages consumers according to their specific needs, it elicits an immediate response through its attention-grabbing design, and ultimately plays a role in sales conversion. These tags are ideal for product launches, product cross promotions, expanding a product's features and brand identity, announcing awards, telling the brand's story or providing recipes and tips.

ElastiTag® offers optimised product handling and bending characteristics to increase marketing opportunities. Its elastomer loop is available in a wide variety of colours that can match or contrast the product's packaging, and it grips the product firmly and stays put, preventing the tag from slipping or tearing off.

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