

# Smart marketing for discerning shoppers

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Consumers are complex. Understanding your target market is one thing, but attracting their attention is quite another - particularly as traditional methods of advertising and marketing alone are no longer driving sales.



## Women are smart

Take the female demographic for example. Women are smart! This is not a feminist statement but a straightforward business argument when it comes to marketing products to female consumers at retail. Considering most studies reveal that women make 80 to 85% of purchasing decisions, it's clear that they can hold the key to a brand's success.

Female consumers want to know what the product will do for them, whether it will suit their lifestyles, how it will make their lives easier, how it contributes to protecting the planet, and how it can help them to keep their families healthier.

Because purchases are emotionally significant, and communication is important to women throughout the buying decision, products must appeal to their buying needs and habits.

## The socially-aware consumer

Another shrewd shopper group are Millennials and Gen Z. These consumers are tech savvy and socially empowered. They are eco-aware and the most likely to lean heavily towards causes they value. They are also known for their ruthlessness with products and brands that they perceive as irrelevant, self-serving, non-tech, shy and unengaging.

Studies show that Millennials are 33% more interested than the Baby Boomer generation in a retailer's ability to make them smile, and 52% of this generation is more likely than any other to make impulse purchases. They demand more value, more personalisation and more in return for their money and loyalty.

So how can your brand elicit loyalty from these demanding consumers? The answer is to connect with them at point of sale – something that Pyrotec PackMedia helps brands to achieve very effectively.

## Connecting with consumers at point of sale

Besides packaging's functionality, for female shoppers a high design aesthetic, value for money, environmental credentials, information, and family-friendly conveniences will all appeal.

For the younger generations, a company's ethics, its business conduct, and its supply chain for sourcing raw materials and ingredients will enhance their perceived value of the brand and increase their loyalty.

Traditional on-pack labels are limited by space, affecting their ability to create enhanced visual appeal and effective on-pack communication and promotion.

## Increasing brand awareness and visibility

However, Pyrotec PackMedia's Fix-a-Form® booklet labels vastly increase the area used for communication and the space to tell your brand's story and prompt an emotional response. The increased brand awareness through a product's enhanced graphics and ability to communicate, educates, informs and appeals to discerning shoppers. They also provide opportunities for value adds, such as recipes, inserts, coupons and cross-promotions, all of which appeal to the buying needs of today's multi-faceted consumers.

Contact [Pyrotec PackMedia](#) today to discover an array of multi-dimensional label options that ensure you're effectively engaging with target markets at retail.

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